



**TOWN OF TROPHY CLUB TOWN COUNCIL
AND ECONOMIC DEVELOPMENT CORPORATION
JOINT WORK SESSION AGENDA**

September 22, 2025

6:00 PM

Town Hall - Council Chambers
1 Trophy Wood Drive
Trophy Club, Texas 76262

CALL WORK SESSION TO ORDER AND ANNOUNCE A QUORUM

PUBLIC COMMENT(S)

This is an opportunity for citizens to address the Council on any matter pursuant to Texas Government Code 551.007. The Council is not permitted to discuss or take action on any presentations made concerning matters that are not listed on the agenda. Presentations are limited to matters over which the Council has authority. Speakers have up to three (3) minutes or the time limit determined by the Presiding Officer. Each speaker is requested to complete the Speaker's Form prior to speaking or may email mayorandcouncil@trophyclub.org

INDIVIDUAL ITEMS

1. Presentation and discussion on the small area plan for The Grove at TC. (Tamara Smith, Assistant to the Town Manager)

ADJOURN

The Town Council may convene into executive session to discuss posted items as allowed by Texas Government Code Sections 551.071 through 551.076 and Section 551.087.

I do hereby certify that the Notice of Meeting was posted on the official bulletin board at the Town Hall for the Town of Trophy Club, Texas, in a place convenient and readily accessible to the general public at all times on the following date and time: September 16, 2025, at 1:00 p.m., and said Notice of Meeting was also posted concurrently on the Town's website in accordance with Texas Government Code Ch. 551 of the Texas Government Code.

Tammy Dixon, Town Secretary

In accordance with section 551.127 of the Texas Government Code (Open Meeting Act) this meeting will be an in-person meeting with either a member of Town Council, staff, or consultant, participating by video conference. The public meeting location will be Trophy Club Town Hall, 1 Trophy Wood Drive, Texas. The Mayor, as presiding officer of Town Council, and a quorum of the Town Council will be physically present at this location. The location where the Mayor is physically present shall be open to the public during the open portions of the meeting.

If you plan to attend this public meeting and have a disability that requires special needs, please contact the Town Secretary's Office at 6822372900, 48 hours in advance, and reasonable accommodations will be made to assist you.



TOWN COUNCIL COMMUNICATION

MEETING DATE: September 22, 2025

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Presentation and discussion on the small area plan for The Grove at TC.
(Tamara Smith, Assistant to the Town Manager)

BACKGROUND/SUMMARY: In 2024, the Town Council approved six business plan goals for Fiscal Year 2025. Under the Support Business Focus Area, one objective was to redevelop and create successful business areas that foster a unique sense of place. The initiative for this objective is to continue the redevelopment strategies and themes along the SH114 corridor and other key commercial areas.

To address this Council business goal, the Town issued a request for proposals (RFP) on March 25, 2024, seeking a comprehensive small area plan for properties adjacent to State Highway 114 Frontage Road and Trophy Wood Drive. The aim is to redefine the property layout with priorities such as enhancing economic resilience, fostering service-based employment, improving quality of life, promoting sustainability, enhancing pedestrian safety and walkability, facilitating future development, and addressing parking needs.

The proposal submission period closed on April 15, 2024. Following a thorough review of bid packets by three Economic Development Corporation (EDC) members and four staff members, it was determined that The John R. McAdams Company, Inc. ("McAdams") emerged as the top contender among the submissions.

In May 2024, both the EDC and Town Council approved a professional services contract with McAdams to lead the small area plan process. The project officially kicked off on July 8, 2024. McAdams divided the process into five phases: Explore, Evaluate, Envision, Enact, and Execute. The Explore phase included the project program, the kick-off meeting, and stakeholder feedback. During this phase, the Town and McAdams conducted interviews with nine businesses in the small area plan to gather insights on their concerns and positive aspects of the area. The Evaluate phase included inventory, analysis, and a market study of the area, carried out with support from a third-party consultant, Catalyst.

In November 2024, the Town and McAdams launched the Envision phase, beginning with a community-wide online survey to gather resident feedback. The goal was to collect valuable insights from as many residents as possible by providing an accessible online platform, particularly for those unable to attend the open house but still wishing to share their input. The survey was promoted through Town-wide communications to maximize visibility and encourage participation. Over a four-week period, 595 responses were received, yielding a 4.15% response rate.

On February 13, McAdams presented two plan scenarios to the EDC Board for initial feedback. The concepts were then shared with the Town Council on February 24, where McAdams was asked to return for a follow-up work session to allow for further discussion. In response, a joint meeting with the Town Council and EDC was held, during which McAdams presented Option 2 alongside a revised version that incorporated feedback from the EDC. The presentation covered key topics including programming, feasibility, project phasing, the TIRZ funding mechanism, and a comprehensive analysis of the pros and cons.

The Town is currently in the latter half of the Enact phase. A preferred concept has been selected, and the McAdams team has prepared a final draft of the plan. The EDC approved this draft on July 23. At the August Town Council meeting, McAdams presented the final plan for adoption. However, Council tabled the discussion to allow incorporation of additional comments from Council Members. This work session will address any necessary adjustments to the plan before sending it back to McAdams for revisions, after which it will return to Town Council for final approval.

BOARD REVIEW/CITIZEN FEEDBACK: The EDC Board discussed and provided feedback on the final document on May 22. That feedback was incorporated into the final plan. On July 23, the EDC Board unanimously approved the small area plan for the Grove at TC.

FISCAL IMPACT: The total amount for the small area plan was initially budgeted at \$89,437, expended from the Economic Development Corporation Fund. On March 6, 2025, a change order was requested to include an additional \$3,563. Additional services were asked of McAdams, including two (2) preliminary concept plans, adding an alternate to the preliminary concept number two, a phasing plan, and a preliminary program for both concepts. Additional costs also include an EDC meeting as well as the joint work session between the EDC and Town Council. The total cost of the McAdams contract is now \$93,000.

LEGAL REVIEW: N/A

ATTACHMENTS:

1. Presentation
2. Small Area Plan

ACTIONS/OPTIONS:

The purpose of this Joint Work Session is to address any desired adjustments to the plan. Staff is seeking guidance on edits to the small area plan before sending it back to McAdams for revisions, after which it will return to Town Council for final approval.



THE GROVE AT TC SMALL AREA PLAN

September 22, 2025

FY 2025 Business Plan

Goal #5

Objective: Redevelop and create successful business areas fostering a unique sense of place.

Initiative: Continue redevelopment strategies and themes for the SH 114 corridor and other commercial areas.



Small Area Plan

The Grove at TC

Vision Statement:

The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity.

The Grove at TC

Guiding Principles:



A Welcoming &
Vibrant Hub



Enhanced Connectivity
& Accessibility



Thoughtful & Integrated
Development



A Signature Public Amenity
& Community Gathering
Space



Maximized Economic
Impact & Branding

The Grove at TC

Key Themes from Community Engagement:

1. Community Space: Provide a chance for people to socialize, form friendships, and discover common ground.
2. Connectivity: Enhance interconnected public realms through integrated multi-modal transportation, walkable pathways, and efficient mobility networks.
3. Thriving Businesses: Create a dynamic and well-connected area where a diverse range of businesses can grow.



The Grove at TC

Plan Options (Page 10)

The proposed land use envisions a dynamic mixed-use development that includes residential, commercial, office, and entertainment components. The area already features a variety of uses, and building upon this foundation will help create a more cohesive and vibrant district.

Choice and flexibility emerged as the most significant takeaways from the meetings with the Economic Development Corporation (EDC) and Town Council. Both groups emphasized the importance of ensuring that the plan remains adaptable, allowing developers the flexibility to respond to market conditions and site-specific opportunities as they arise.

In response, the final plan adopted a more diagrammatic and framework-based approach, offering a range of development scenarios rather than prescribing a fixed layout. These options explored elements such as open space configurations, building compositions, and vehicular and pedestrian circulation. This approach provides guidance while maintaining adaptability to support phased development and evolving community needs.

The Grove at TC

Current Site Characteristics:



Residential



Tracts

- 1 - The Vineyards
- 2 - Indian Creek Townhomes
- 6 - Beldonia Townhomes

Commercial/Retail



Tracts

- 8 - HG Sply Co.
- 14 - Hutchins BBQ

Hotels



Tracts

- 4 - Homewood Suites
- 7 - Hamptons Inn
- 11 - Holiday Inn
- 12 - Woodsprings Suites

Civic Spaces



Tracts

- 5 - EDC Land
- 9 - Trophy Club Town
- 10 - MUD Water Tower
- 15 - EDC Land

Medical Offices



Tracts

- 3 - Baylor Scott and White
- 13 - Crumpton DDS

The Grove at TC

Preferred Site Layout
from EDC/Town
Council Workshop



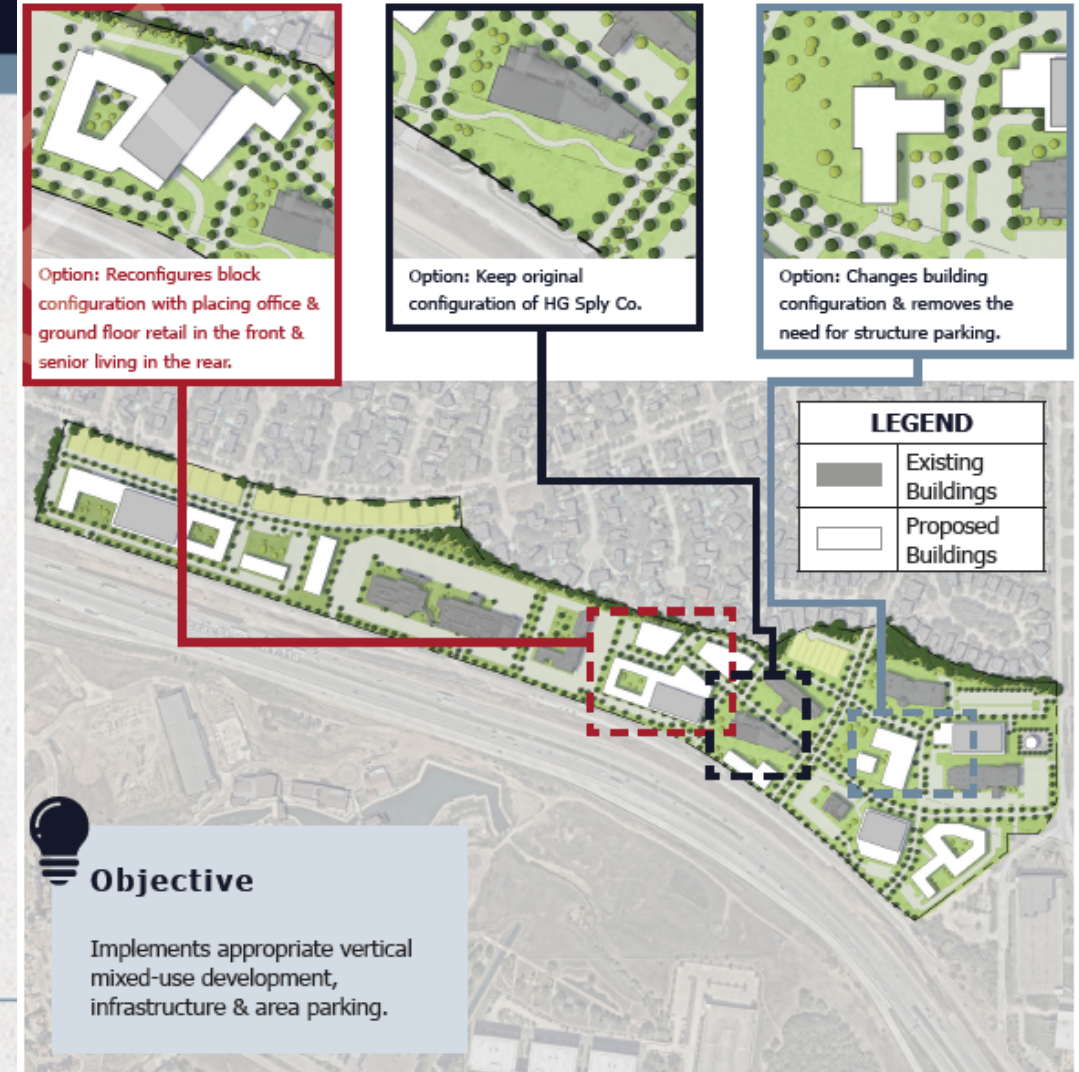
The Grove at TC

Development Plan:

- Vertical mixed-use development
 - Options of residential, commercial, office spaces within same buildings
- Supporting infrastructure (roadway connections, sidewalks/trails, on-street parking, green space, shade trees, sense of arrival)
- Area parking (parking ramps where possible)

Development Plan

Implementing appropriate vertical mixed-use development, along with supporting infrastructure and area parking, is essential for creating a dynamic and efficient urban environment. Vertical mixed-use design where residential, commercial, and office spaces are integrated within the same building or development maximizes land use and fosters a walkable, vibrant community. The plan looked at incorporating different land uses and having ownership residential components to the area to encourage activity around the clock and increase foot traffic to help support local businesses. Creating a place for people to live, work, and play will help contribute to the success of the area.



★ Figure 4.5: The Grove at TC Development Plan

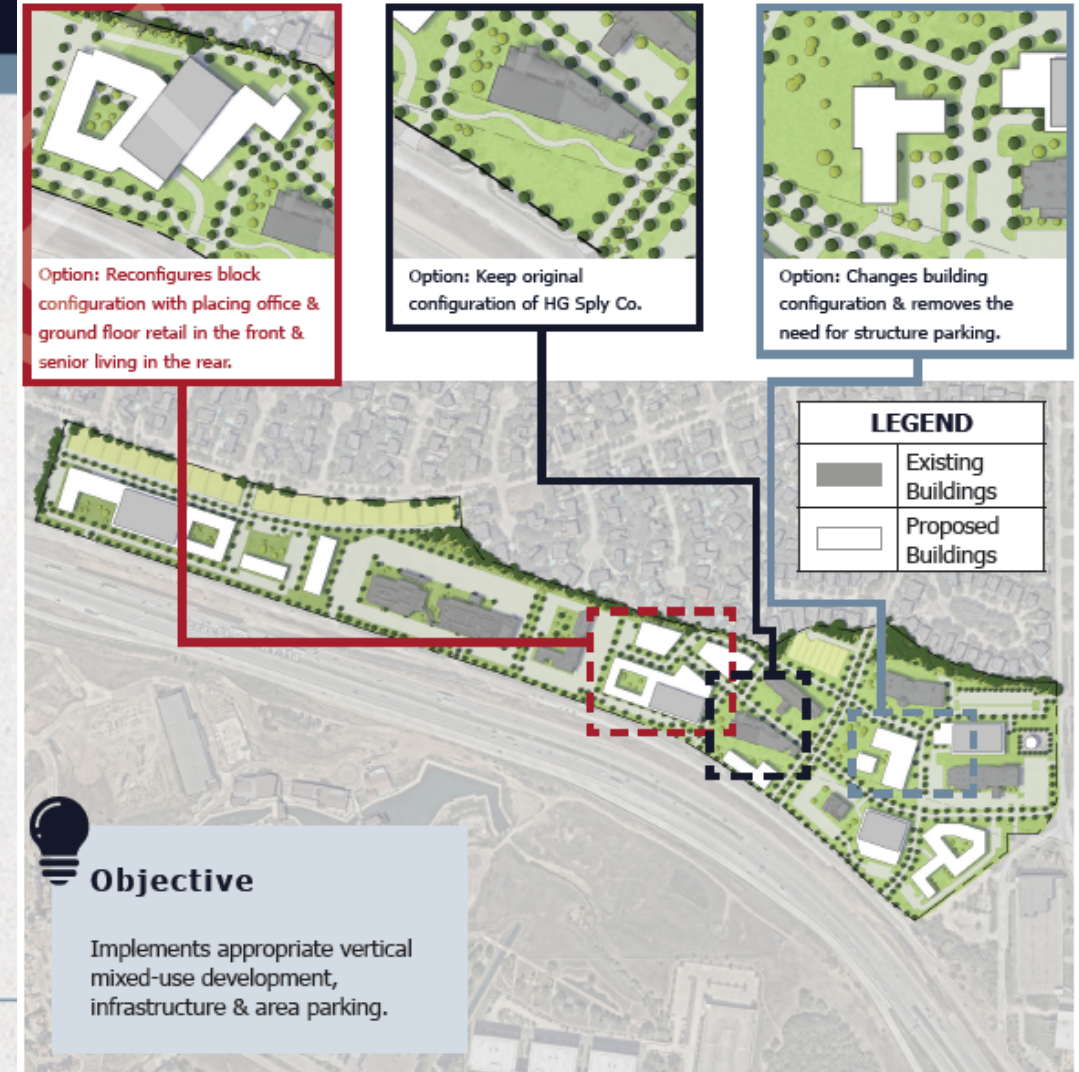
The Grove at TC

What the Development Plan does not detail:

- Building heights
- Pure residential developments (without accompanying commercial or office)
- Building layouts (options given to show how buildings can be incorporated into improved traffic/parking/greenspace solutions)
- Stormwater plans

Development Plan

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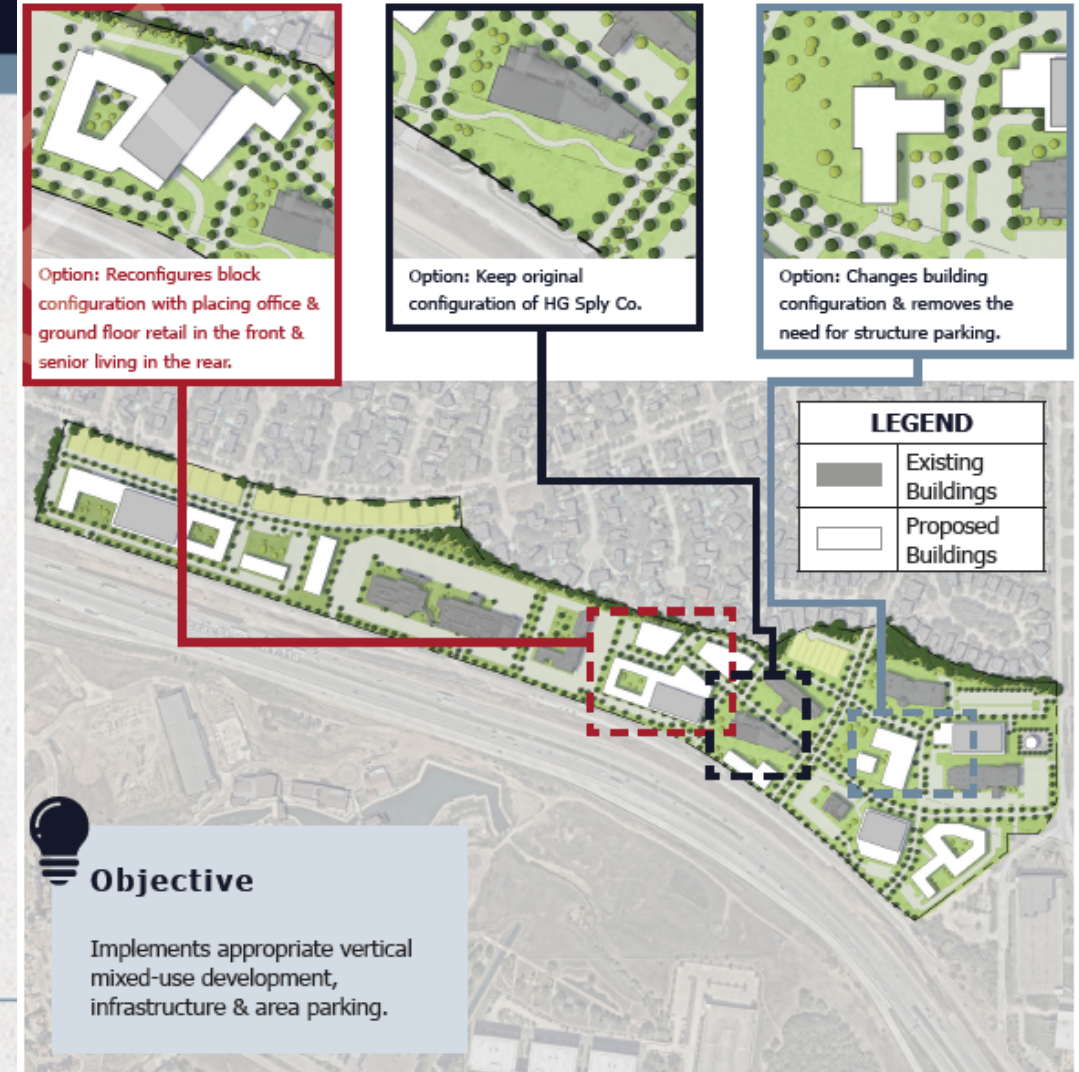
The Grove at TC

Desired Changes?

- Vertical mixed-use development
 - Options of residential, commercial, office spaces within same buildings
- Supporting infrastructure (roadway connections, sidewalks/trails, on-street parking, green space, shade trees, sense of arrival)
- Area parking (parking ramps where possible)

Development Plan

Implementing appropriate vertical mixed-use development, along with supporting infrastructure and area parking, is essential for creating a dynamic and efficient urban environment. Vertical mixed-use design where residential, commercial, and office spaces are integrated within the same building or development maximizes land use and fosters a walkable, vibrant community. The plan looked at incorporating different land uses and having ownership residential components to the area to encourage activity around the clock and increase foot traffic to help support local businesses. Creating a place for people to live, work, and play will help contribute to the success of the area.



★ Figure 4.5: The Grove at TC Development Plan

Questions/Discussion



THE GROVE AT TC

Small Area Plan





★ Figure 1.1 Site Location

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	Implementation & Action Plan

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ACKNOWLEDGEMENTS

Town of Trophy Club

Town Council

- Jeannette Tiffany - Mayor
- Rhylan Rowe - Mayor Pro Tem
- Steve Flynn - Council Member
- Stacey Bauer - Council Member
- Jeff Beach - Council Member
- Dennis Sheridan - Council Member
- Garry Ash - Council Member

Economic Development Corporation

- Teri Addington - EDC President
- Allan Pedersen - EDC Vice President
- Joe Longo - EDC Member
- James Calaway - EDC Member
- Greg Brothers Fox - EDC Member
- Garrett Wallace - EDC Member
- Scott Hinshaw - EDC Member

Consultant Team

McAdams - Planning & Design Lead

- Jameson Pinson - Director
- Randi Rivera - Director
- Marisa Brewer - Planner
- Allison Holbrooks - Graphic Designer

Catalyst Commercial

- Chris Branham - Consultant

EXECUTIVE SUMMARY

What is a Small Area Plan?

Small Area Plans serve as strategic tool that offers detailed guidance on the future development and character of a specific part of a Town or City. By focusing on a defined geographic area, these plans outline tailored goals, policies, and design principles that reflect the unique needs and opportunities of the community. They help shape land use, transportation, infrastructure, public spaces, and zoning regulations in a coordinated manner. As a road map, Small Area Plans empower residents, business owners, and local governments to work collaboratively toward a shared vision, supporting targeted investments and informed decision-making that enhance the area’s livability, economic vitality, and identity.¹

For Trophy Club, this Small Area Plan will serve as a guide to help make important decisions about how to invest in the community and improve the overall area. Property owners can use the plan when considering upgrades or changes to their land, while businesses can look to the plan to understand the long-term vision for the area. Town staff, Town Council, Planning and Zoning, and other advisory boards will reference the plan when reviewing development proposals to ensure that new projects align with the community’s goals and maintain the integrity of the vision.

Location of a Small Area Plan

The subject site encompasses approximately 54 acres of land at the south gateway into Trophy Club from SH 114, situated between Trophy Wood Dr. The site has about 4,000 linear feet of frontage along SH 114 and currently encompasses fifteen tracts of land, two of which are owned by the Economic Development Corporation (EDC).

¹ American Planning Association

Three Primary Ways the Plan is Used by Local Officials

Guide Development Decisions

Local Officials can use the plan to evaluate zoning, site plans, and development proposals to ensure conformance with the Town’s goals and vision.

Prioritize Funding

The plan can help identify and prioritize infrastructure improvements and allow officials to allocate resources strategically.

Support Policy & Regulations Updates

When updating the zoning ordinances or design guidelines, officials can refer to the plan to ensure that the updates align with the area’s desired character.



★ Town Monument Sign



★ Figure 1.1: Site Location

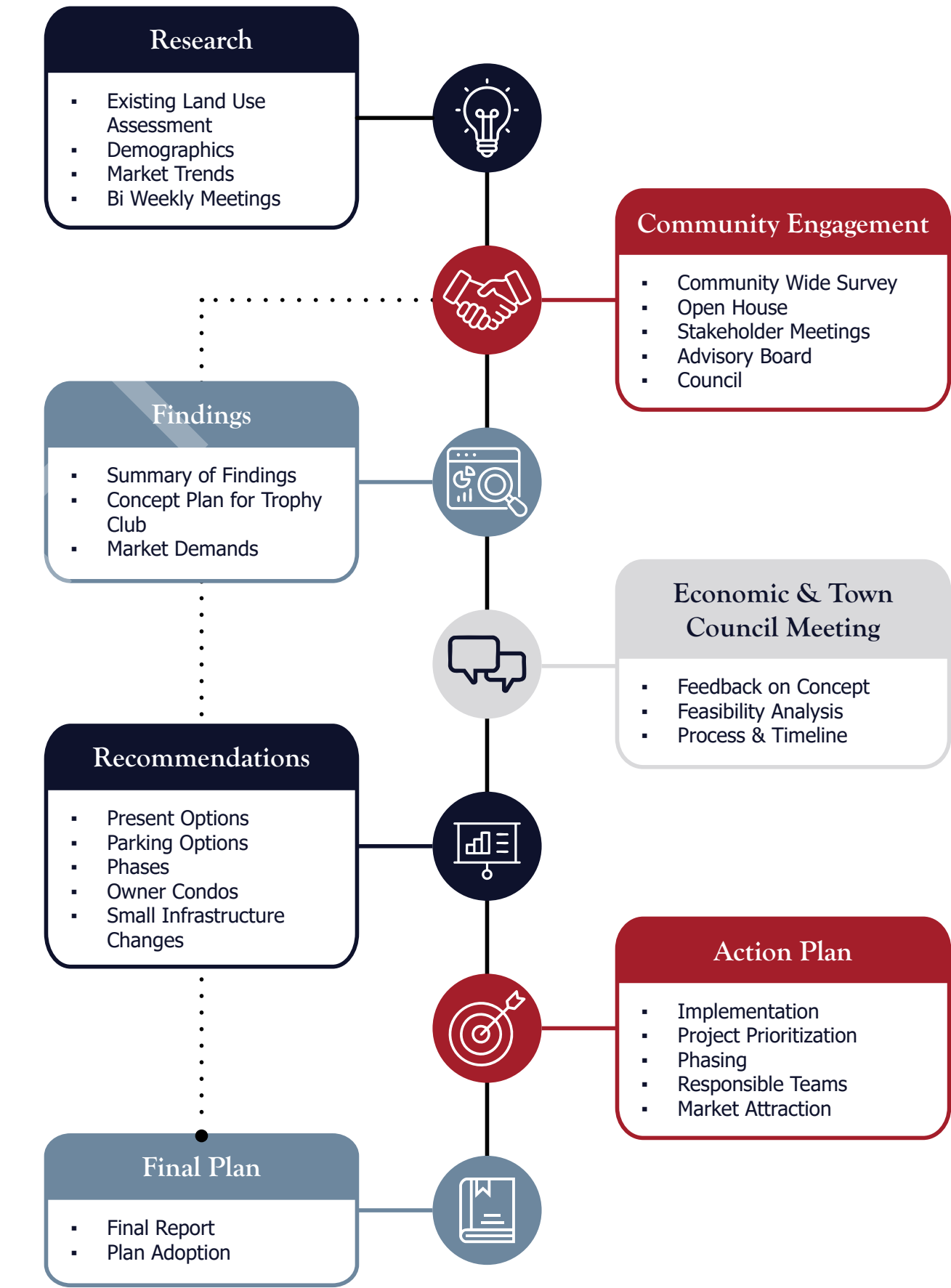
What is in the Plan?

The plan is structured to reflect the comprehensive project process, providing a clear and logical path for the reader to follow. It begins by outlining the existing conditions, which provides an in-depth analysis of the area offering important context about the current land use, infrastructure, transportation, and other key factors. Following this, the plan presents the vision statement and guiding principles which serve as the foundation for all planning efforts. Community engagement techniques are also detailed, highlighting the various ways in which residents, business owners, and stakeholders

contributed their input to shape the plan. The heart of the plan is the development plan, which sets forth the proposed land use strategies, design concepts, and development goals. Finally, the plan outlines specific implementation ideas, including policy recommendations, infrastructure priorities, and potential partnerships to bring the vision to life. The structure mirrors the step-by-step process undertaken during the project, as illustrated in Figure 1.2, helping readers understand how each phase informed the next and how the plan evolved into a comprehensive, actionable strategy.

Site & Community Characteristics	Existing Conditions provide the foundation for informed and effective planning. It sets the baseline to help ensure that future development or improvements are realistic, addresses needs, and builds on what already works well.
Visioning Process	The visioning process introduces the vision statement and guiding principles, which establish the overarching goals and core values for both the Town and this area plan.
Community Engagement	Community Engagement allows residents to provide feedback and participate in creating the vision for this plan.
The Grove at TC Development Plan	The planned area map and design principles.
Implementation & Action Plan	Action Items that will help implement the vision.

★ Figure 1.2: Plan Structure



★ Figure 1.3: Project Process

Vision Statement & Guiding Principles

The vision statement and guiding principles below were created by Town leadership and acted as the foundation throughout the entire planning process. As the area is developed, these principles and vision statement should be incorporated into every approved plan.

The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club’s prosperity.



A Welcoming & Vibrant Hub



Enhanced Connectivity & Accessibility



Thoughtful & Integrated Development



A Signature Public Amenity & Community Gathering Space



Maximized Economic Impact & Branding

Community Engagement Feedback

Over a month-long period, input was gathered through stakeholder meetings, an online survey, and a public open house. The team identified a set of questions and used them to create survey boards and interview questions to obtain valuable input.

The feedback, analyzed by the design team and advisory board, revealed three key community priorities. First, residents emphasized the need for improved connectivity, citing poor pedestrian access and disjointed land use that make the area difficult to navigate. Second, there was a strong desire for community gathering spaces where families can spend time together and neighbors can connect through shared activities. Lastly, residents expressed interest in expanding local dining and retail options, noting a preference to shop and dine within Trophy Club rather than traveling to nearby towns/cities.

What We Heard

Property & Business Owners

- Improve Circulation & Connectivity
- Community Gathering Spaces
- Dining & Outdoor Seating

What We Heard

Community-Wide Online Survey

- Prioritize Market Demand
- Ideal Location & Access
- Thoughtful & Integrated Development
- Improve Circulation & Connectivity
- Community Gathering Spaces
- Dining & Outdoor seating

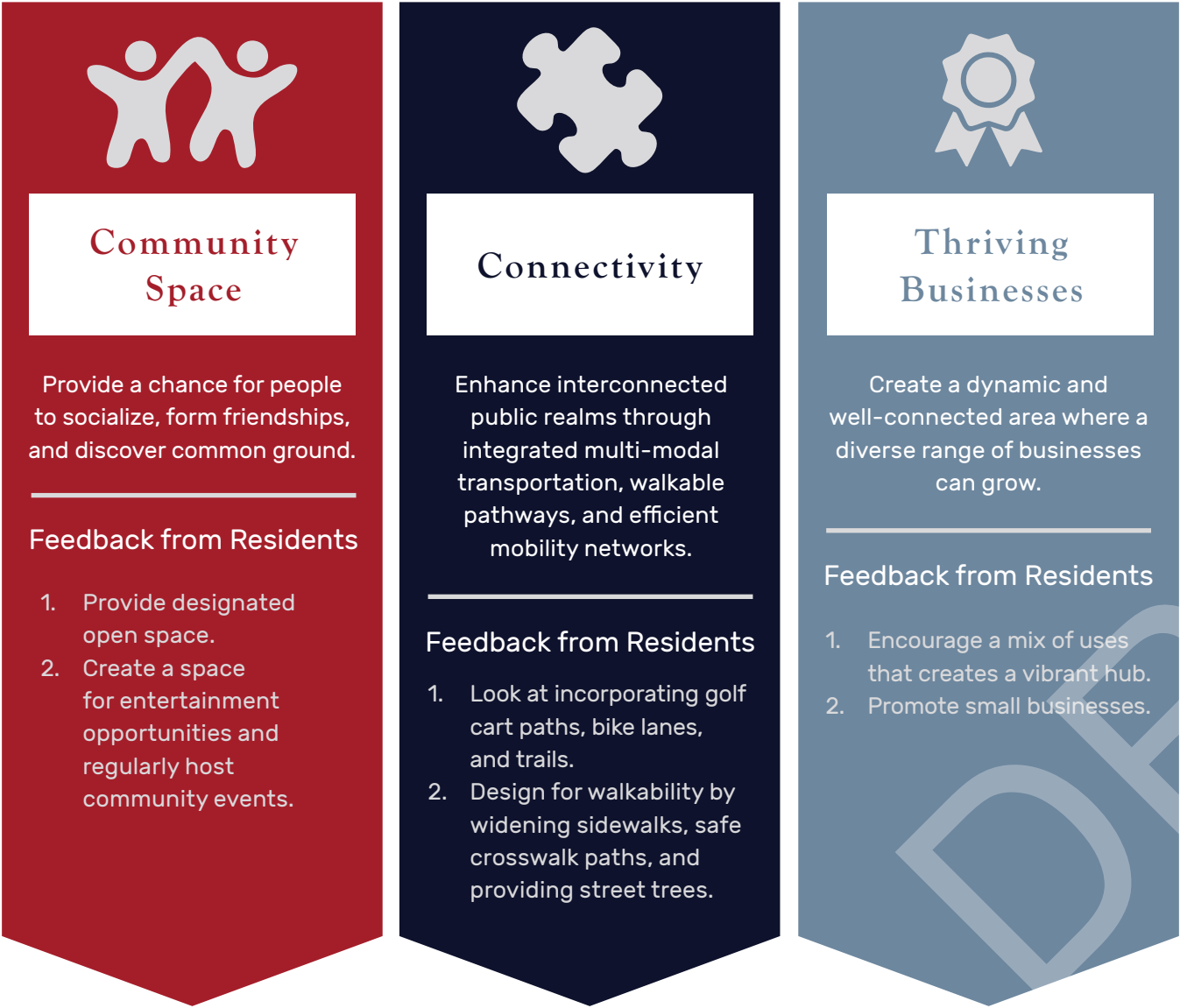
What We Heard

Open House

- Improve Circulation & Connectivity
- Strong Hospitality & Dining
- Ideal Location
- Community Gathering Spaces
- Support 55+ Housing

Key Themes

Three themes emerged from the robust community engagement:



The Grove at TC Development Plan

Over the course of four months, the design team collaborated closely with Town staff, the Economic Development Corporation, and the Town Council to finalize the plan for The Grove at TC. The resulting plan reflects a balanced approach that maximizes the area’s potential while staying true to the guiding principles and addressing the three key themes identified through community feedback.

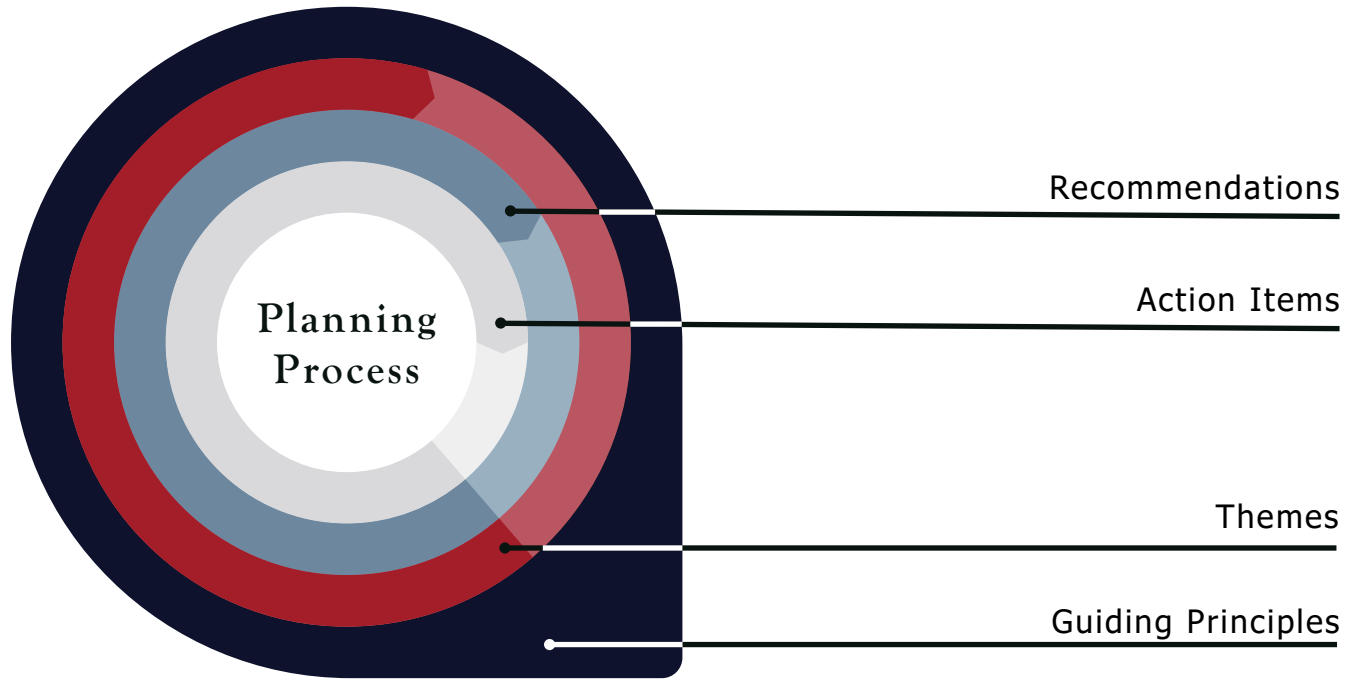
The proposed land use envisions a dynamic mixed-use development that includes residential, commercial, office, and entertainment components. The area already features a variety of uses, and building upon this foundation will help create a more cohesive and vibrant district.

The plan also prioritizes improved vehicular and pedestrian connectivity, recognizing the importance of both mobility and accessibility. It outlines a combination of short-term design enhancements that can be implemented quickly alongside long-term infrastructure investments that will evolve over time to support the area’s growth and functionality.

Plan Options

Choice and flexibility emerged as the most significant takeaways from the meetings with the Economic Development Corporation (EDC) and Town Council. Both groups emphasized the importance of ensuring that the plan remains adaptable, allowing developers the flexibility to respond to market conditions and site-specific opportunities as they arise.

In response, the final plan adopted a more diagrammatic and framework-based approach, offering a range of development scenarios rather than prescribing a fixed layout. These options explored elements such as open space configurations, building compositions, and vehicular and pedestrian circulation. This approach provides guidance while maintaining adaptability to support phased development and evolving community needs.



★ Figure 1.4: Project Process

Implementation & Action Plan

This plan establishes clear implementation guidelines to serve as a practical decision-making tool for Town staff and elected officials. The implementation chart assigns responsibilities and prioritizes actions, helping to ensure strategic, coordinated, and effective progress toward the community’s vision. As decisions arise and questions are considered, the chart can be referenced to validate actions, align with community goals, and maintain consistency throughout the development process.

The following are examples of proposed implementation strategies designed to directly support and advance each guiding principle:



Create a form-based code for The Grove at TC. Form-based code would communicate predictable and clear design standards to potential developers.



Require 12’ minimum trail width for primary pedestrian paths within the Grove at TC.



Adopt The “Grove at TC Small Area Plan” policy document to set the vision for the district.



Determine appropriate incentive-based tools to promote the activation of vacant parcels and redevelopment of other parcels.



Review the area plan at regular intervals to ensure it remains aligned with market realities and is updated if market conditions change.



SITE & COMMUNITY CHARACTERISTICS

Purpose

A detailed and accurate understanding of a community’s demographics is essential to the success of any long-range planning effort. As population growth and change continue to shape the future of Trophy Club, this plan’s goals and recommendations are designed to evolve alongside the community’s needs. These demographic insights serve as a road map, helping ensure that the Town’s offerings remain aligned with shifting demands.

Demographic analysis adds depth to the broader narrative of population growth. As the regional population grows and demographics change, so do the characteristics of the community. Variations in age groups, racial composition, income levels, and household types often accom-

pany growth, influencing the kinds of recreational facilities, programs, and services that are most relevant and beneficial to residents.

In addition to population changes, evolving economic trends and consumer preferences drive demand for new types of businesses and shape how those businesses operate. Even in the absence of significant demographic shifts, changing tastes can create new expectations for dining, retail, and entertainment experiences.

This chapter provides a comprehensive overview of the Town of Trophy Club’s demographic profile and includes a summary of the community’s existing land use.



★ Trophy Club

Community Demographics

Trophy Club, Texas, is a thriving suburban community situated within the Dallas-Fort Worth Metroplex. From 2000 to 2020, the Town experienced impressive growth, with its population increasing by approximately 46%, bringing the current population to around 14,328 residents.¹ The Town offers a peaceful, family-oriented atmosphere, providing residents with a tranquil escape while still being in close proximity to the dynamic urban centers of Dallas and Fort Worth. With a median age of 42, Trophy Club is home to a diverse mix of young professionals, families, and retirees, making it an appealing destination for people at various stages of life, from those raising children to those seeking a peaceful retirement.

While the Town’s demographic makeup is predominantly Caucasian, Trophy Club is becoming more diverse, with steadily growing Hispanic and African American populations. The Town also sees a slightly higher number of females than males, contributing to a well-rounded community. This growing diversity fosters an inclusive atmosphere that welcomes people from all walks of life. The shift in demographics has fueled an increasing demand for community events and businesses that cater to the varied interests and backgrounds of the residents, further enriching the Town’s sense of community and local culture.

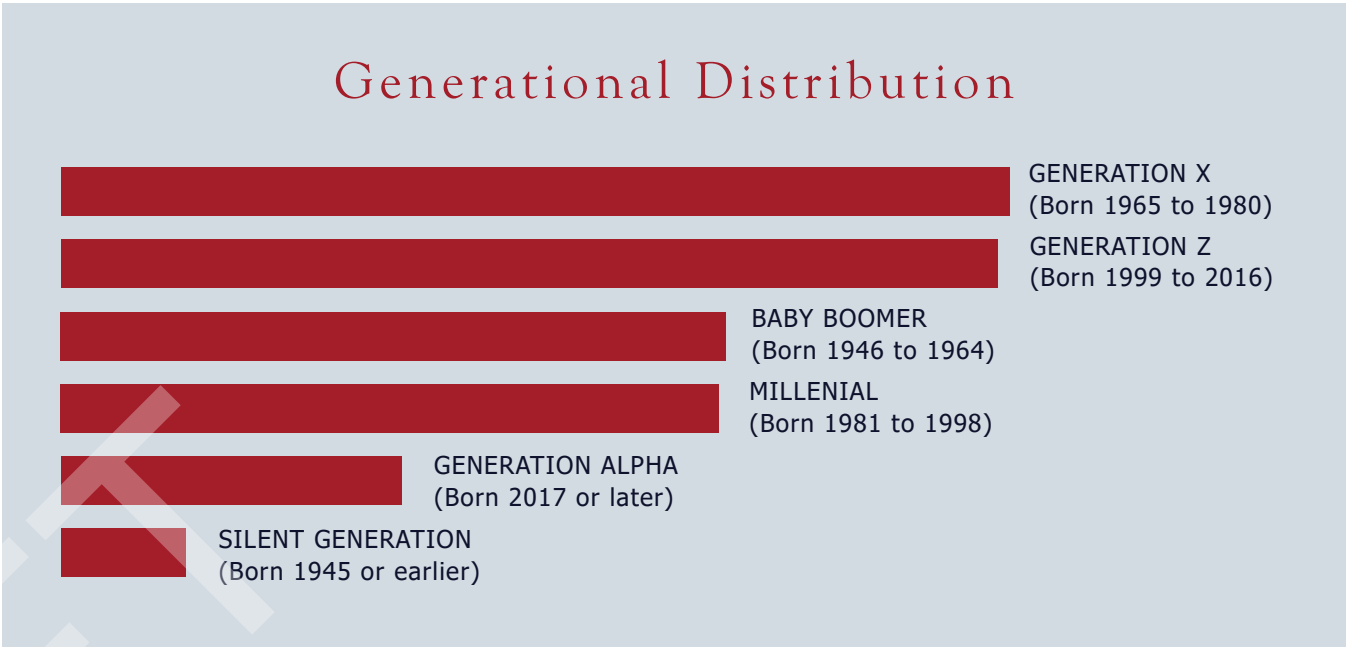
Trophy Club’s median household income is nearing \$200,000, which is significantly higher than the national average of \$80,610.² This reflects the Town’s status as a desirable “bedroom community” for professionals. The housing market in Trophy Club is predominantly made up of single-family homes, which account for about 89% of the housing stock. With such a strong emphasis on single-family residences and considering the Town’s median age of 42, residents tend to seek a variety of housing options that allow them to remain in the area as their needs evolve through different stages of life.

1 Catalyst Commercial, US Census Bureau, Esri
2 US Census Bureau, Esri

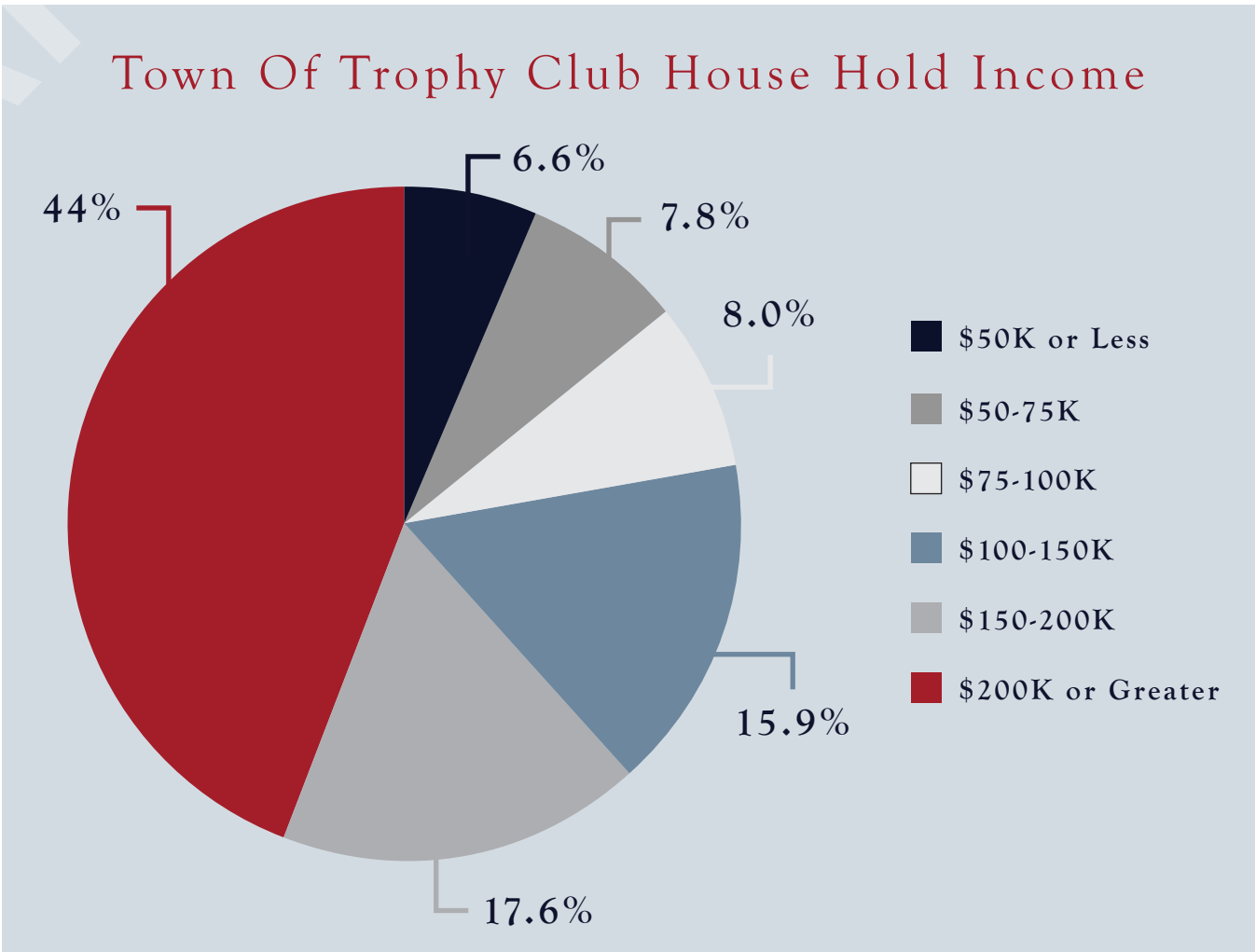
Trophy Club has successfully cultivated a welcoming, family-friendly environment by focusing on active neighborhoods, excellent schools, and a thriving local economy. Its appealing mix of housing options, recreational amenities, and close-knit community atmosphere have drawn families from across the Dallas-Fort Worth Metroplex to call Trophy Club home. The Town’s commitment to maintaining a high quality of life, combined with its accessibility to major employment centers, has made it one of the most sought-after places to live in the area.



★ Figure 2.1: Population Chart



★ Figure 2.2: Generational Distribution



★ Figure 2.3: Town Of Trophy Club House Hold Income

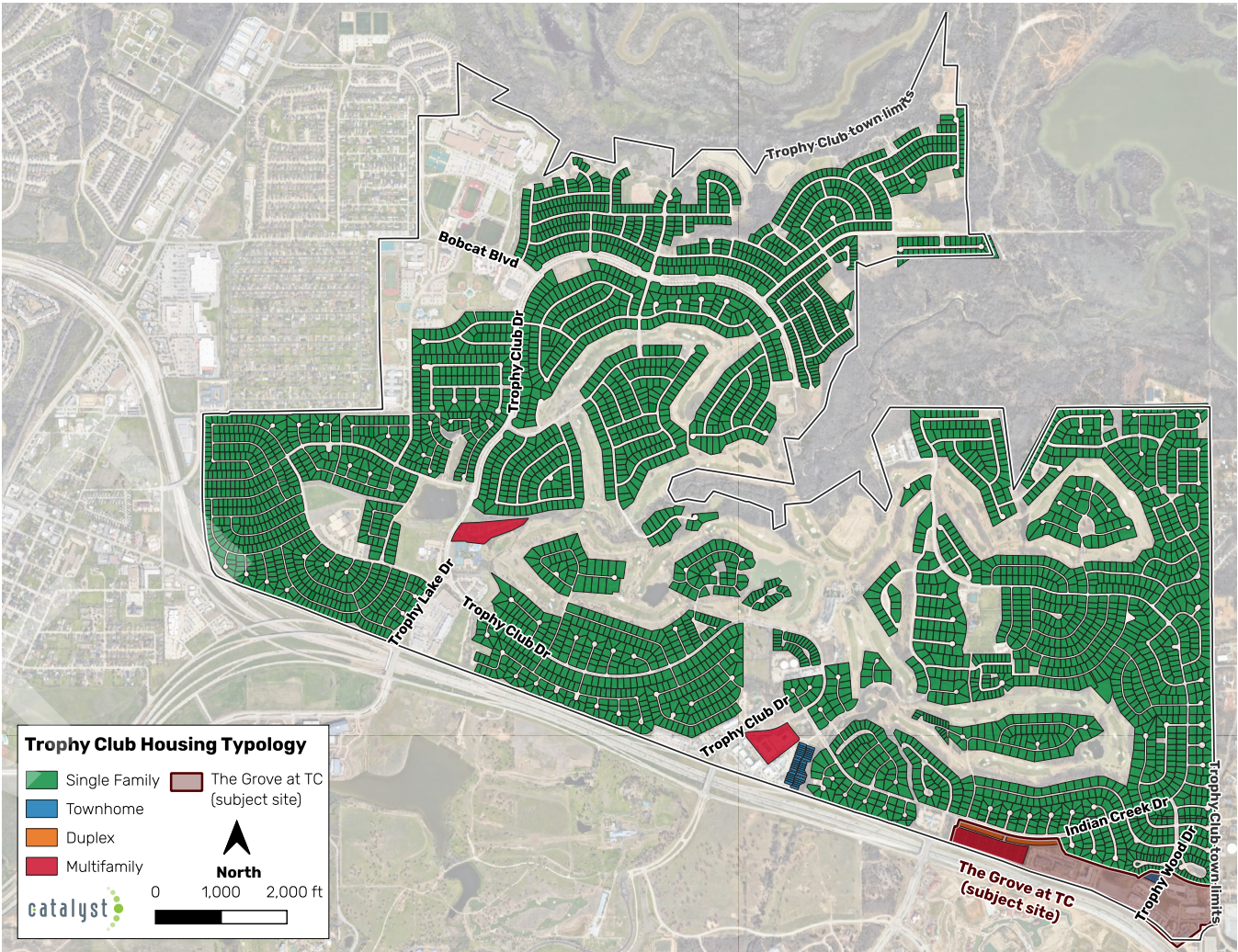
Trophy Club Housing

The concept that eventually led to the creation of Trophy Club began when Houston-based developer Johnson-Loggins proposed a housing development centered around a premier golf course.³ This vision ultimately evolved into the community we know today. True to its original concept, approximately 4,441 single-family homes are now situated around two 18-hole golf courses, providing a residential haven for around 14,328 residents. Covering 4.1 square miles, Trophy Club offers a limited mix of housing options. In addition to single-family homes, the Town has 46 townhomes, 42 duplexes, and 445 multifamily units.

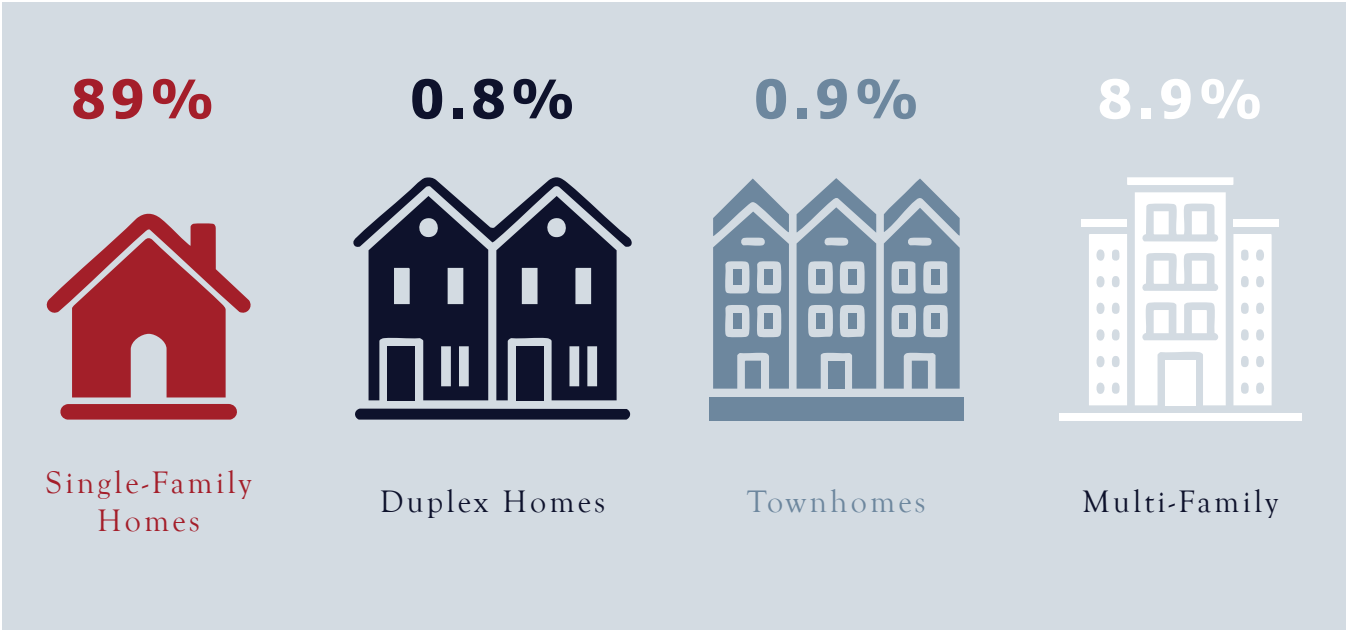
3 Trophy Club, Texas. (n.d.). Trophy Club History. Retrieved April 28, 2025



★ Town Of Trophy Club Homes



★ Figure 2.4: Town of Trophy Club Housing Typology



★ Figure 2.5: Housing Typology Graphic

Market Analysis Summary

Trophy Club is experiencing steady growth in its commercial real estate market, fueled by its strategic position within the Dallas-Fort Worth Metroplex. While the Town’s commercial market is not as expensive or developed as the central business districts of Dallas or Fort Worth, it is steadily evolving to meet the needs of not only their growing residential population but also nearby cities’ growing residential population. Trophy Club’s commercial sector is primarily focused on serving its local community, offering a mix of retail, dining, and service-oriented businesses. The Town’s proximity to major highways, including SH 114, and easy access to Dallas and Fort Worth make it an attractive location for small to mid-sized businesses. Companies such as Fidelity, Charles Schwab, Deloitte, Goosehead Insurance, and Sabre have established a presence in the area, benefiting from its residential appeal and strategic location near major commercial hubs.

Compared to the overall Dallas-Fort Worth commercial real estate market, Trophy Club’s commercial market is more niche and specialized. The Dallas-Fort Worth area is one of the largest commercial real estate markets in the country, with a dynamic mix of office, industrial, retail, and multifamily properties spread across the region. Trophy Club’s commercial market is more focused on neighborhood-serving businesses and small retail centers. This creates a more localized market, where demand is driven by the needs of residents and the growing number of families and professionals moving into the area. While Trophy Club does not have the same scale of corporate offices or large commercial developments as Dallas or Fort Worth, it benefits from its status as a desirable residential community with commercial properties catering to everyday conveniences and local services.

Trophy Club’s mixed portfolio of dining, office, and retail allows Trophy Club to remain resilient when different market sectors are lower than others. Compared to the Dallas and Fort Worth Market, where the fluctuation within the economy can shift consumer behaviors, the Town businesses cater towards the residents that live in the area and focus on providing services that appeal to those family-oriented demographics. Even within the surrounding neighboring communities like Roanoke, Westlake, and Southlake, the average vacancy rate is relatively low at 5.9%, equating to roughly 12,000 square feet, despite the competitive retail spaces and rental prices within the area.⁴

With limited tracts of land remaining for development, Trophy Club’s commercial real estate market holds significant potential for further expansion. Projections indicate a population growth rate of 2.1% over the next five years, paired with rising household incomes that are expected to boost retail spending by an estimated \$111.2 million from 2024 to 2029.⁵ Additionally, Trophy Club’s proximity to DFW International Airport enhances its appeal for developers and businesses seeking to tap into a market poised for growth. This combination of strong residential demand, increasing incomes, and access to major transportation hubs positions Trophy Club as an ideal location for further commercial development, offering new opportunities for businesses and enriching the economic landscape for its residents.

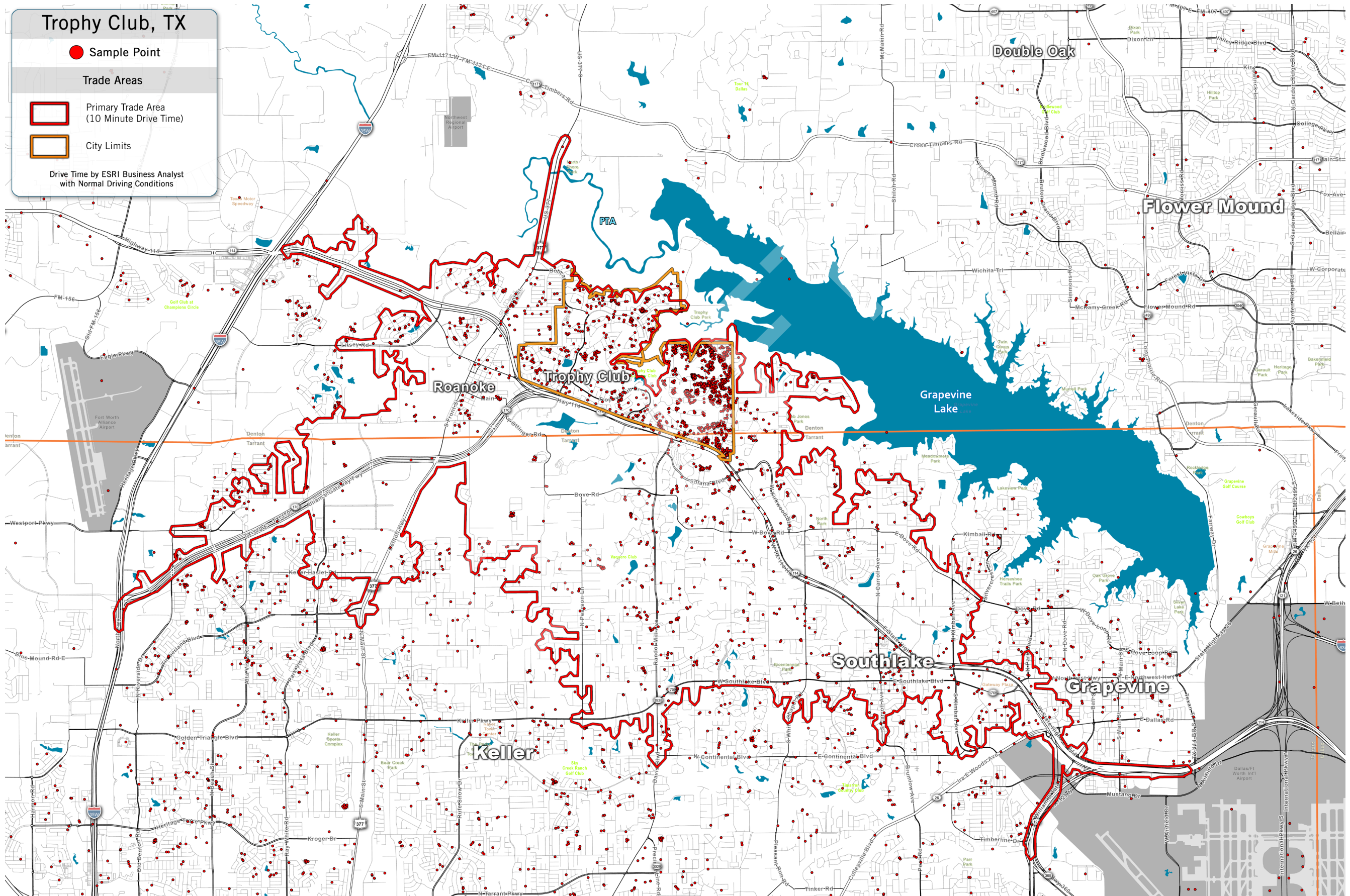
⁴ Catalyst
⁵ Catalyst



★ Avalon Mixed Use Development



★ Mixed Use Development, Atlanta, GA



★ Figure 2.6: Primary Trade Area Map

Area Description

The location of the subject site encompasses approximately 54-acres of land located at the south gateway into Trophy Club from SH 114. The site has approximately 4,000 linear feet of frontage on SH 114 and consists of several existing businesses as listed in Figure 2.7. There are currently 42 duplexes and 136 apartment units in the study area, with an additional seven townhomes under construction. There are approximately 7.48 acres of undeveloped land in key locations that can serve as catalyst opportunities to realize the vision of this small area plan.

Property Ownership

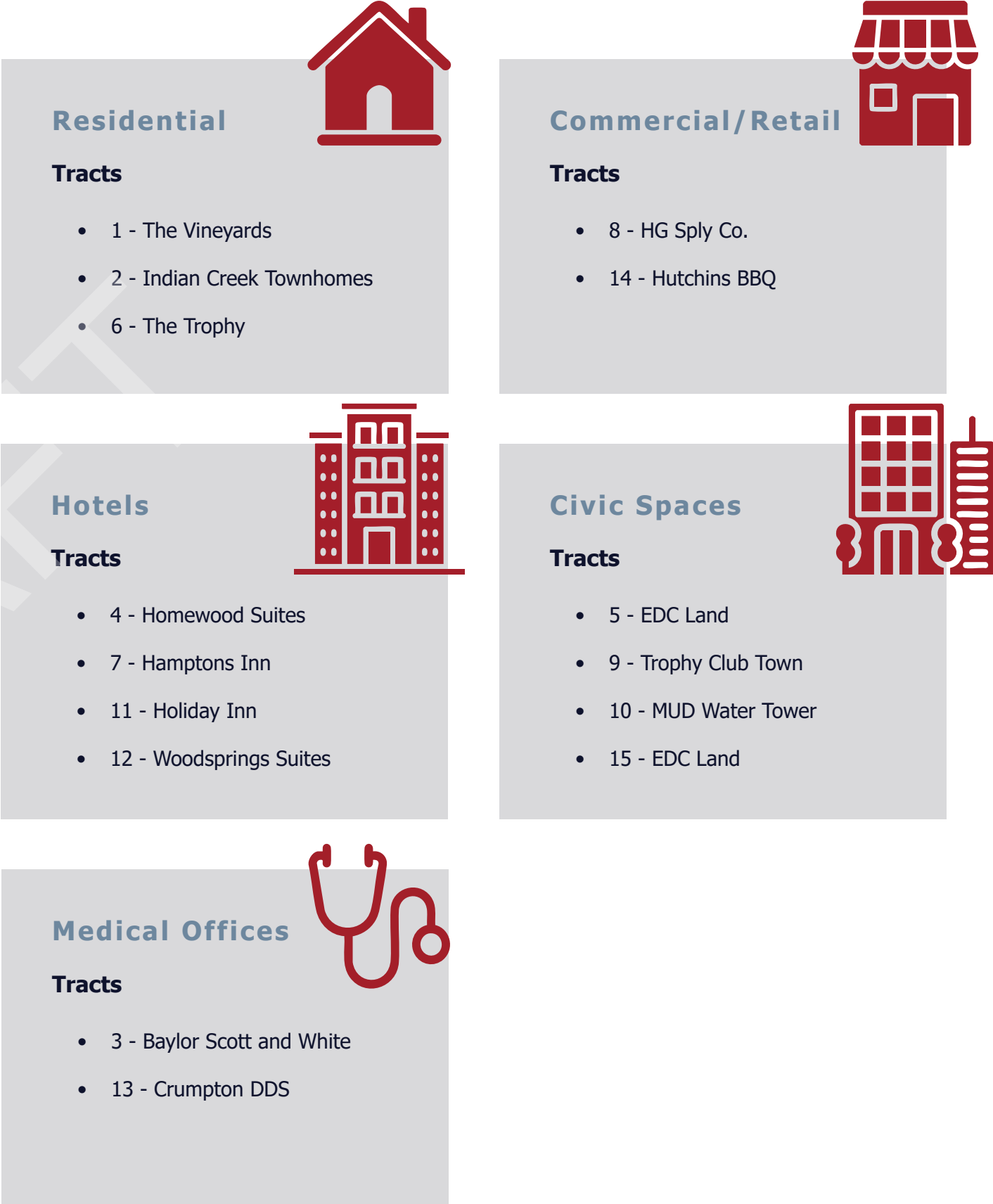
Within the 54-acres, the property is divided into 17 distinct tracts of land under 12 different ownerships. As is common in commercial and mixed-use developments, ownership varies widely—ranging from private individuals and local businesses to developers and public entities. Tracts 1, 2, and 6 were developed by a private developer and currently serve as residential housing, offering both rental and for-sale options. Tract 3 is occupied by Baylor Scott and White, yet it also includes space leased to independent medical offices, reflecting a blend of institutional and private healthcare services. Tract 13 contains a privately owned dental office. Several tracts—specifically 5, 9, 10, and 15—are publicly owned by the Town of Trophy Club and its Economic Development Corporation. As mentioned in the previous sections, tracts 5 and 15 make up the approximately 7.48 acres of undeveloped land, which can serve as catalyst opportunities for the Town. Tracts 8 and 14 offer dining areas and are home to privately owned restaurants. Meanwhile, tracts 4, 7, 11, and 12 are developed as hotel properties under well-known franchises such as Homewood Suites, Holiday Inn, Hampton Inn & Suites, and WoodSpring Suites—each privately owned but operating under national hospitality brands. This diverse ownership structure supports a dynamic, multi-functional community that balances residential, commercial, public, and hospitality uses.



★ Figure 2.7: Existing Businesses



★ Fourth of July Parade



★ Figure 2.8: Ownership Tract By Use



★ Figure 2.9: Ownership Tract Map

Existing Street Network

Located along SH 114, this site benefits from exceptional accessibility, with convenient on-and-off access that makes it highly attractive for both residents and visitors. There are six existing driveway access points along SH 114 that serve several tracts, as well as one major intersection at Trophy Wood Drive, a key connector for the site, and the entire east side of Trophy Club. Trophy Wood Drive functions as the primary access route for residents and businesses in the area, with daily traffic counts averaging approximately 1,800 vehicles, according to data collected by the Town. Plaza Drive intersects with Trophy Wood Drive and extends east toward T W King Road, eventually reconnecting to SH 114. However, this connection is indirect and does not provide smooth circulation, creating challenges for drivers attempting to use it as a through route. Additionally, Plaza Drive currently dead-ends into a parking lot on the east side, further limiting traffic flow and contributing to circulation inefficiencies in the area.



★ Highway 114 Sign

Existing Pedestrian Network

Sidewalks and Trails promote walkability and outdoor activity, aligning with the Town’s family-oriented character. However, the pedestrian infrastructure becomes more fragmented in this area. Sidewalks are present in some areas but lack consistent connectivity between commercial developments, hotels, and civic spaces. Crosswalks and pedestrian-friendly intersections are limited, making walkability between different land uses less convenient and potentially unsafe. Bicycles and Golf Carts are not as limited because they can utilize the street. However, the streets do not have designated bike or golf cart paths, which can be a safety concern and create congestion on the roads.



★ Figure 2.10: Existing Street Network Map



★ Figure 2.11: Existing Pedestrian Network Map

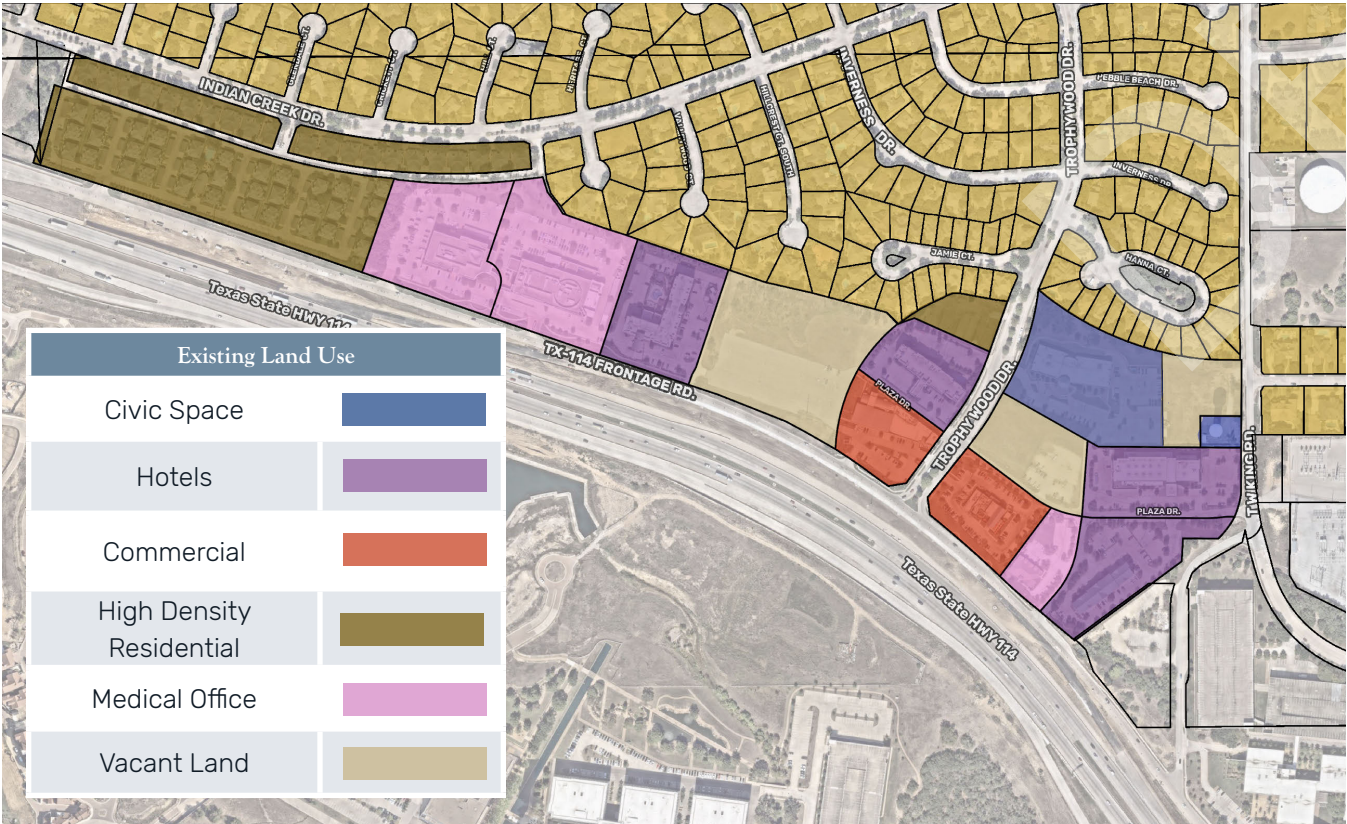
Existing Land Use

Building off the property ownership section and the various uses established across the site, it’s clear that these factors have not only shaped the existing land use pattern but are also influencing the future vision for the area. Understanding current conditions is essential before developing a long-term land use strategy and defining the community’s character. In Trophy Club, land use is generally categorized into two main types: suburban areas and commercial center districts. Like many surrounding communities, Trophy Club has concentrated its commercial districts along major roadways, supporting higher-density development and encouraging pedestrian activity. In contrast, the suburban areas are set farther from these corridors and are primarily composed of single-family homes, parks, and schools.

What makes this particular tract of land unique is that it has been purchased and developed on a tract-by-tract basis, each with its own individual purpose. This piecemeal approach has resulted in a

lack of cohesion typically found in master-planned developments. If the area had been developed from a unified vision, it likely would have taken on the form of a traditional commercial corridor—featuring a stronger emphasis on retail and commercial uses and less on other land uses. However, the current development framework sets up this area to be developed into a mixed-use transformation.

As shown in Figure 2.12, the existing land use includes high-density residential, medical offices, hotels, civic spaces, commercial uses, and a few remaining vacant parcels. While the range of uses is broad, the area suffers from a lack of connectivity and integration between them. Rather than functioning as a cohesive district, the area feels segmented, with each use standing alone. Addressing this disconnect through improved land use planning and physical connections will be key to shaping a more unified, vibrant mixed-use environment moving forward.



★ Figure 2.12: Existing Land Use Map

Existing Constraints

The existing building framework is just one of several constraints that influence the future planning and development potential of this area. A key limitation is the parking agreement between HG Sply Co. and the Town of Trophy Club, which requires the Town to guarantee access to 190 dedicated parking spaces. This condition could restrict the ability to reconfigure parking layouts or modify land use in that area unless the same number of spaces can be preserved or replaced as part of any changes. Another challenge is the presence of approximately 4,015 linear feet of overhead power lines across the site—of which about 1,822 feet run directly through the core of the property. These lines create complications for site design, infrastructure improvements, and aesthetic enhancements. In addition, several internal roads

are privately owned, which means any upgrades or circulation improvements would require negotiation with current property owners to transfer ownership or easements. Circulation issues are further compounded by limited connectivity throughout the site, with Trophy Wood Drive serving as the primary access point for the eastern portion. This concentrated traffic flow raises concerns about congestion. A potential solution could involve extending T W King Road north to connect with Plaza Drive, which would help alleviate traffic pressure and improve connectivity. Recognizing these constraints and understanding the existing land use framework is a critical first step in the planning process. The next step is to engage the community and gather input from residents to help shape a vision that balances current realities with future opportunities.



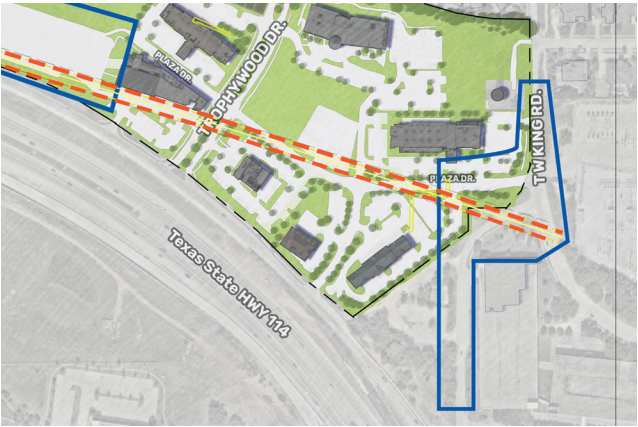
★ Overhead Power Lines



★ Trophy Wood Drive



★ Parking Agreement With HG Sply Co.



★ T W King Rd Connection



★ Figure 2.13: Existing Constraints Map

COMMUNITY OUTREACH

Area Identity & Vision Statement

At the outset of the planning process, a team consisting of representatives from the Town's Economic Development Corporation (EDC) and Town Staff was assembled. Through collaboration and alignment with community values, the team developed a project name for the area to help foster a sense of place and identity that could be branded. The team also developed a vision statement, which was shared with stakeholders and Town leaders.

A vision statement clearly articulates an organization's long-term direction and ultimate goals, serving as a guiding light for strategic planning and decision-making. Through discussion and collaboration, the team arrived at a specific vision statement: "The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity." The name The Grove at TC sets the identity of the place. The Grove implies a peaceful, tree-filled space ideal for communities, shopping areas, and residential development. While the inclusion of TC gives a sense of place and connection to the Town, but does not identify itself as the whole Town. The name is ideal for branding and is short and catchy, which helps create the area as a signature staple for the Town.



★ Team Photo

Guiding Principles

The purpose of guiding principles is to provide a clear, foundational framework that directs decision making, behavior, and strategy across an organization, project, or community. The following guiding principles were identified by Town leadership.



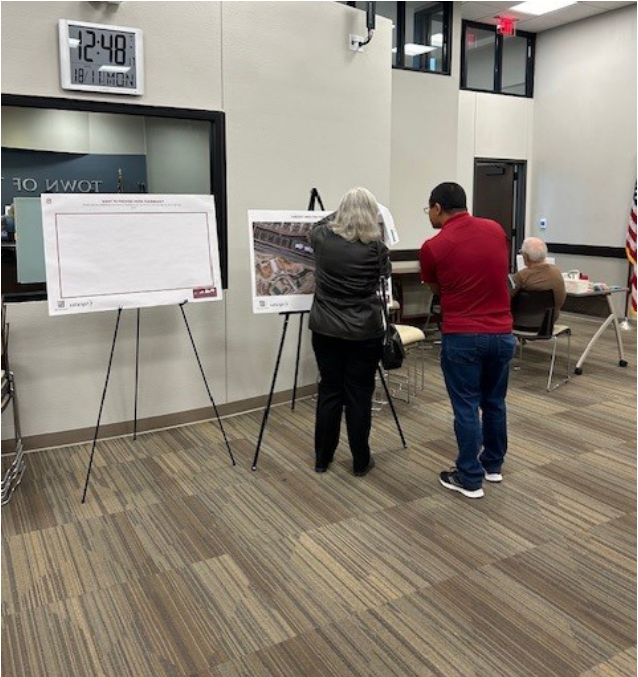
★ Figure 3.1: Guiding Principles

Community Engagement & Process

This plan used a combination of input from Trophy Club residents, the EDC, Town Council, and staff to help guide the community engagement portion of the information-gathering process. The team held a variety of public outreach efforts to gather feedback from community stakeholders, property owners, and Town leadership. This collective feedback was then used to inform the area plan document and to ensure that it is firmly rooted in the community values while providing flexible options to respond to evolving market conditions. The five guiding principles instilled team alignment on recommendations for public input methodology regarding community values, customer satisfaction, and the community’s economic needs.

Team meetings later in the process took a more focused approach, seeking feedback on proposed recommendations. Input from all meetings drove the creation of the vision framework, which is the foundation for this plan’s recommendations and implementation plan.

The first type of engagement was with the area’s property and business owners. Next, the Town administered a web-based public input survey open to all residents through SurveyMonkey, an online survey website. In addition, the team held two open house events at Town Hall for residents to provide feedback in person. The details of the community engagement meetings are described below, including the purpose, input strategy, and outcomes summary.



★ Community Engagement Event



★ Community Engagement Event

Property & Business Owners

Purpose

The area contains several properties and businesses, and these stakeholders experience the current built environment of The Grove at TC on a daily basis. It is critical to solicit their feedback and input since decisions made for this plan can directly impact these established businesses. Furthermore, the property owners may have plans that can impact the viability of this area plan. Therefore, the team elected to reach out to these stakeholders as the first step of outreach during the community engagement process.

Strategy

The team worked together to identify 12 stakeholders who either owned land or ran a business within the area. Each stakeholder was contacted through email or phone call to set up a one-on-one sessions and asked a series of questions. Out of the 12 stakeholders, 10 were able to provide feedback.

Outcome

Many of the stakeholders wanted to see this area more active and bring more people in because it would also help their businesses. It was stated that more entertainment within the area that caters to all ages would be extremely successful. Some were concerned regarding the connectivity between spaces, how pedestrians safely walk, and how vehicles park within the area; however, they were not concerned with increased traffic. Stakeholders shared that their other locations were more successful due to the availability of connectivity and other retail stores. Overall, the stakeholders were very receptive to the redevelopment in this area and excited to be a part of it.

“Make sure that this area is walkable & provides an entertainment element for residents.”

- Quote from Stakeholder



★ Aerial

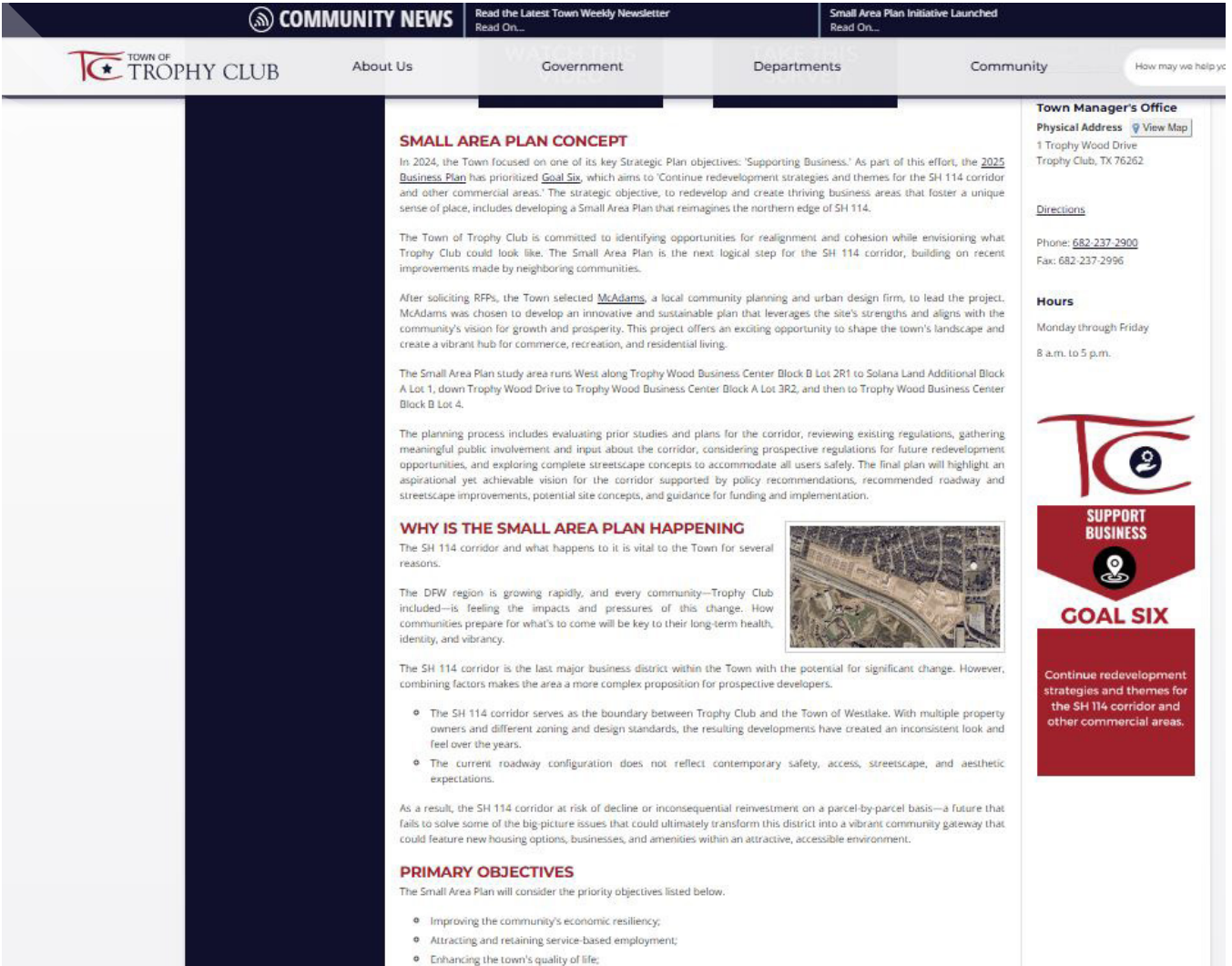
Community Wide Online Survey

Purpose

The purpose of a community-wide online survey is to seek input from the public regarding what they envision for “The Grove at TC.” This approach aimed to gain insightful information from as many residents as possible by using an online platform that could be accessible to residents who could not attend the open house but still would like to share their feedback. The types of questions were related to economic development needs, accessibility, and land use, it also provided an overview of the planning process for the small area plan.

Strategy

The survey was displayed by the Town through several communication techniques such as posting online, resident emails, social media outreach, inclusion in the Town’s weekly newsletter, and providing a QR code at Town Hall. This wide distribution helped to enhance exposure and encourage participation. Over four weeks, 595 responses were collected from the online survey, which has a 4.15% response rate and is within the preferred response rate. The Town of Trophy Club, EDC, and other team members worked diligently to collect and consolidate resident feedback. The summary of those responses is listed as follows:



★ Town of Trophy Club Website

Outcome

Residents were asked to identify one of the five guiding principles that resonates most with them. The results showed that “Thoughtful and Integrated Development” was the most important principle, with an emphasis on community gathering spaces. When asked what demographic should be prioritized for this development, “Market Demand” ranked the highest. Today, the area comprises hotels, restaurants, civic spaces, residential, and offices. To ensure this area is best utilized, residents had the opportunity to provide feedback on what they felt would be the best use of the space.

Residents selected restaurants as a type of use that they most wanted to see in this area, with around a 66% vote. Following the restaurants,

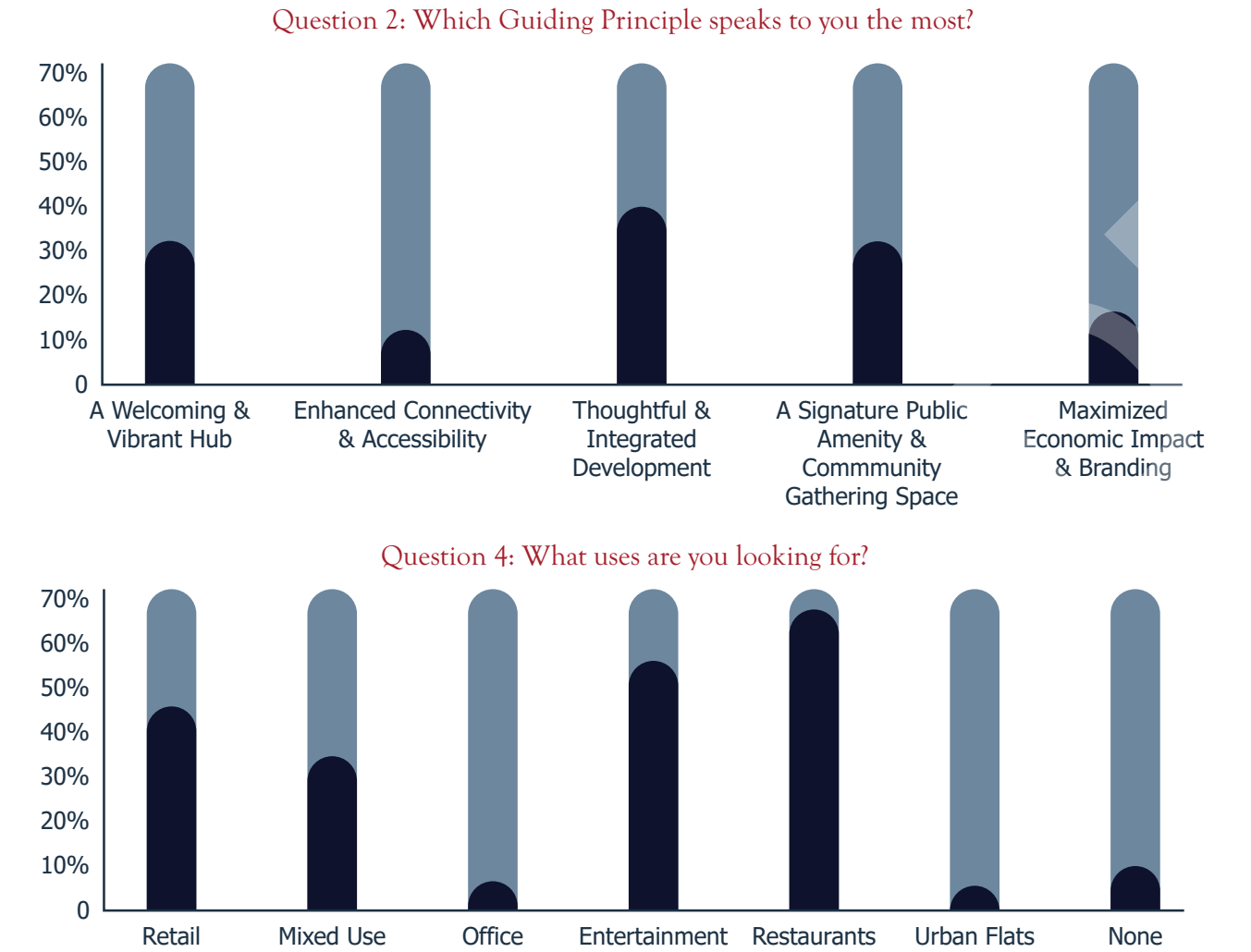
entertainment, and retail also ranked high on the list. This aligns with the community gathering space element the residents identified as a key element they wanted to see.

Residents were asked to identify and explain the strengths of the area. The majority of the respondents saw location and access to SH 114 as a strength. Residents thought the visibility from SH 114 would draw people into the area and help the local businesses. Although residents identified location as a strength for this area, residents identified traffic as a weakness. With the location being in close proximity to SH 114, residents stated traffic was a concern for them and worried about the congestion of the area.

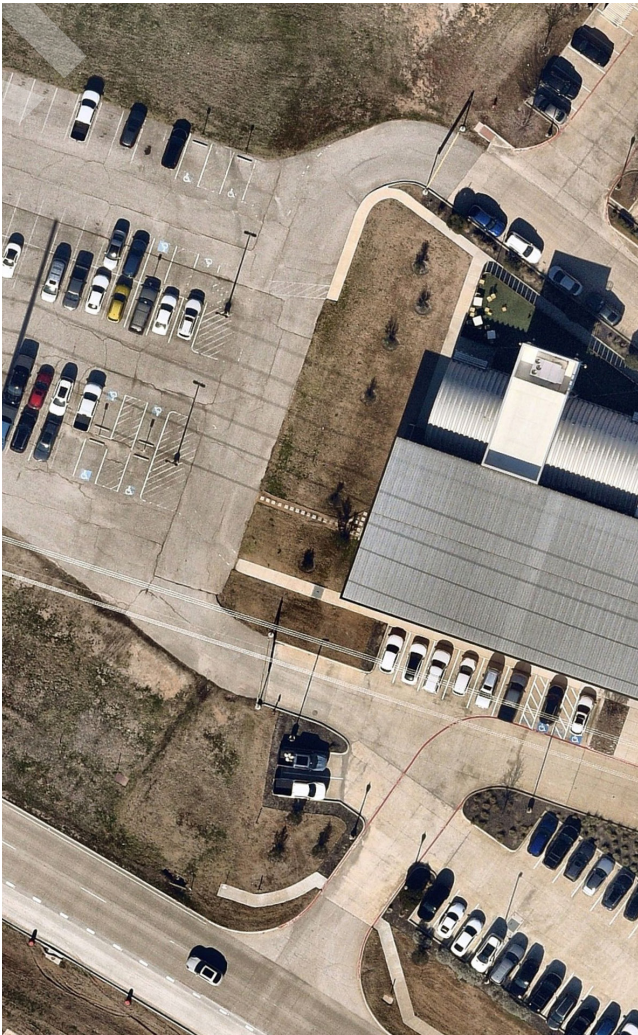
Understanding that connectivity and accessibility are key principles for an area to thrive, residents were given the option to identify which mobility method they would use if available to them. A majority of residents would enjoy walking. Although walking was a preferred method of mobility, a follow-up question was asked about what was preventing them from using their preferred transportation method. The response was that the lack of infrastructure within the area made it harder for them to use any mobility method other than their vehicle. There are several missing sidewalk connections that limit their ability to walk to the area.

Placemaking is about designing, planning, and improving the quality of life. To illustrate placemaking, real-life examples were shown to identify

key elements needed to create a welcoming and vibrant hub for Trophy Club, a Guiding Principle for this area. These elements include plazas, outdoor seating, dining, entertainment, and more. Of the elements identified in the image, dining was ranked the highest, walking was ranked second, and outdoor seating was third. Although the majority of responses collected online by residents did not necessarily see the need for mixed-use housing types, data shows that approximately 89% of the current housing stock within Trophy Club is single-family dwellings. Often, urban flats can be misunderstood without explaining how they could be integrated into an area thoughtfully and minimizing impact on the community. During the open house, further discussion occurred regarding urban flats, and those residents seemed to support the product type as long as it was market-driven and designed to fit within the area.



★ Figure 3.2: Online Survey



★ Aerial



★ Clearfork

Open House Meeting

Purpose

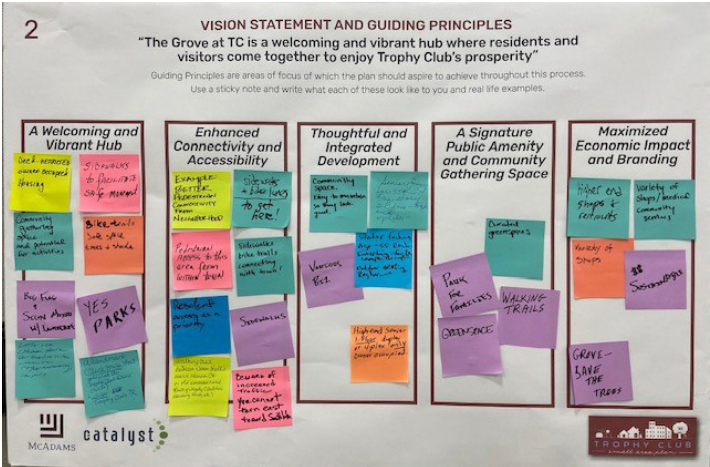
An open house meeting is helpful for active residents because it provides an opportunity to provide feedback in person rather than using the online survey. This type of input appeals to residents who prefer to talk about the plan and ask questions if needed. The boards used for the open house meeting had the same content as the ones used for the online survey.

Strategy

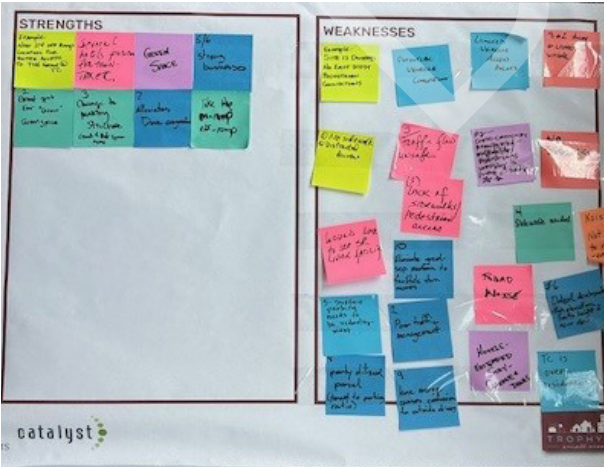
The two open house meetings were held on Monday, November 18th, 2024, at 12:00-2:00 pm and 6:00-8:00 pm. Communication for the open house included posting on the website, word of mouth, and newsletter postings. Approximately 23 residents participated in this event and were asked the same series of questions as the online survey. The following information was gathered:



★ Community Engagement Open House



★ Community Engagement Boards



Outcome

When asked about which guiding principles most resonated with residents, the attendees provided more detailed responses that highlighted certain elements that they believed strongly align with the goals of the plan. Those elements are:

- 1. Connectivity
- 2. Businesses
- 3. Community Spaces
- 4. Housing for 55+ Demographic

To further understand the site, residents had the opportunity to identify areas on a map that are strengths for the area. They identified the vacant tract next to HG Sply Co, the area along SH 114, and existing hotels as factors that strengthened this area. In contrast to the strengths, residents noted that limited sidewalk connections and extensions and difficult traffic flow were the predominant weaknesses of the area. Specifically, along Trophy Wood Dr, residents expressed concern for problematic traffic circulation into the businesses and cutting through the site.

When asked what mobility method residents preferred to use to access this area, about 43% of respondents said walking. However, when asked what was preventing them from using their preferred mobility method, almost 65% said the lack of connectivity within this area prevented their use because they did not feel safe because there were missing pedestrian connections, and they did not want to walk within the street.

At the end of the questions, residents were asked to analyze the different components contributing to successful placemaking. These components were shown as images of various site elements such as enhanced streetscape, gathering areas, urban streets, dining, urban flats, plazas, entertainment, and retail. Residents then had the opportunity to place a dot next to the placemaking elements they thought were important and would like to see in this area. The highest-ranking element was walkability, followed by outdoor seating in second place. Dining and plaza were tied for third. Although urban flats ranked lower on the elements that would be supported, residents seemed to support it after discussing what this could look like and if the market would support it. Additional comments regarding a need for 55+ housing was also provided.



★ Community Engagement Board

Community Engagement Key Themes

Community engagement and an understanding of existing conditions are essential to creating a successful plan that reflects the community’s vision and establishes a solid foundation for the future. Over the course of a month, valuable input was gathered through stakeholder meetings, an online survey, and an open house. This feedback was carefully reviewed by the design team and advisory board, leading to the identification of several key themes that emerged from the community’s input.

The first major theme was connectivity. The community voiced significant concern over the lack of cohesive land use and limited pedestrian connectivity throughout the area. Residents emphasized that the current layout makes the space difficult to navigate and discourages walking. They stressed that if the area is to be redeveloped with more entertainment, dining, and retail opportunities, it must also include improved connections both physically and functionally to ensure ease of movement and access.

The second theme was community gathering spaces. As a family-oriented Town, Trophy Club residents expressed a strong desire for a place where families can spend time together, children can play, and neighbors can come together to enjoy shared hobbies, events, and social activities. These spaces were seen as essential to fostering community spirit and providing a welcoming environment for all ages.

Lastly, residents highlighted the need for thriving businesses. Given the area’s proximity to SH 114 and its location near a few existing restaurants, residents expressed a strong interest in seeing additional restaurants and retail establishments. Many shared that they currently travel to neighboring towns/cities for these amenities and would prefer to stay within Trophy Club for their dining and shopping needs.

Online Survey

595 Responses

Thoughtful & Integrated Development

Prioritize Market Demand

Ideal Location & Access

Improve Circulation & Connectivity

Community Gathering Spaces

Dining & Outdoor Seating

Open House

23 Attendees

Improve Circulation & Connectivity

Strong Hospitality & Dining

Ideal Location

Community Gathering Spaces

Support 55+ Housing



Town of Trophy Club



Town of Trophy Club

Connectivity

Connectivity refers to the design and integration of efficient networks, including streets, pedestrian pathways, and other infrastructure, which facilitate seamless movement within a town. Well-connected networks enable residents to travel freely between various areas and promote interaction between different land uses through continuous, accessible connections.



The City of Minneapolis

Community Spaces

Community spaces allow residents to connect, interact, and feel a sense of belonging. They provide opportunities for individuals to come together, explore new possibilities, and engage with like-minded people while enjoying the town’s unique offerings. Whether it is a small park or a farmers market, community spaces create inclusive environments where people of all ages, backgrounds, and incomes can participate and connect.



Town of Trophy Club

Thriving Businesses

Successful and growing businesses positively impact their employees, customers, towns, and the environment. Thriving businesses attract more businesses and help establish a strong identity for the town. By embracing integrated development and diverse portfolios, businesses can flourish while serving a wide range of customer needs.



★ Clearfork



★ Town of Trophy Club

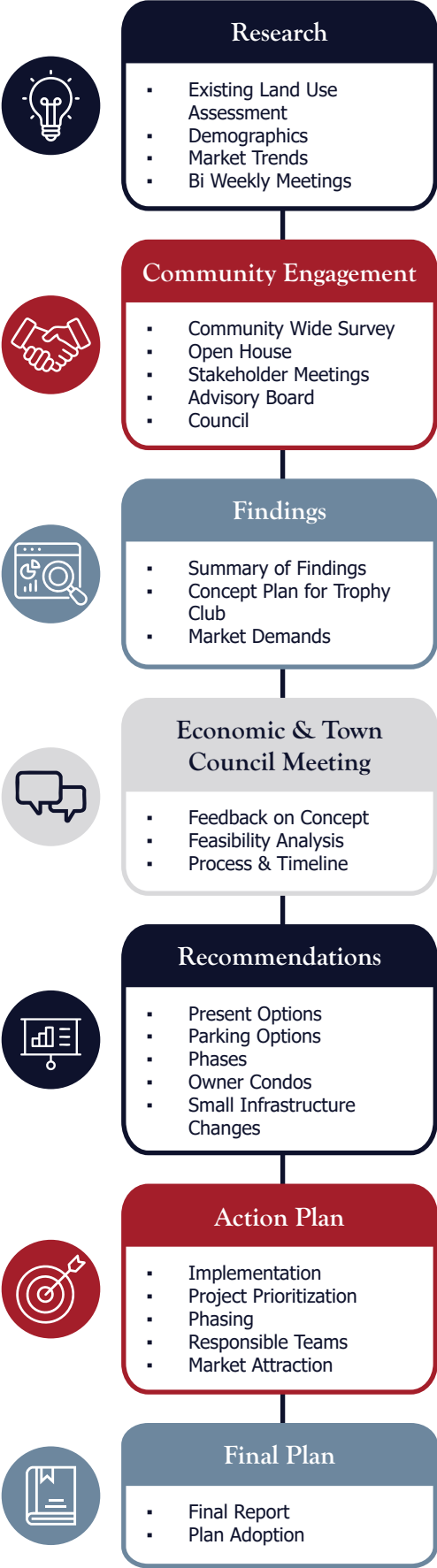
THE GROVE AT TC

The Grove at TC

The Town initiated this Small Area Plan document to serve as a comprehensive and forward-looking guide for future development, growth, and revitalization within the 54-acres. This plan is more than just a set of recommendations; it represents a collective vision for the community’s future, thoughtfully created to align with the area’s needs, aspirations, and character.

Through the planning process, research and analysis were conducted to understand the site’s opportunities, constraints, and potential for transformation. Community input played a central role, with stakeholders, residents, and local leaders actively engaged through meetings, surveys, and workshops. Their feedback helped define key priorities such as connectivity, placemaking, economic vitality, and quality of life.

These findings were presented to and refined in collaboration with Town staff, Town Council, and EDC, ensuring that the plan is grounded in community desires and municipal goals. Through this integrated process, the unified vision of The Grove at TC emerged, providing flexible optionality while promoting maximum activation and ensuring vibrancy as the gateway into Trophy Club. This chapter recaps those critical discussions and provides insight into the creation of The Grove at TC, illustrating how vision and strategy came together to shape a bold, actionable framework for the future of this important area.



★ Figure 4.1: Project Process

Process Steps

The design team developed two concept plans: Option 1 and Option 2. Both concepts align with the three overarching themes—creating a gathering space for residents, enhancing connectivity through land use and infrastructure improvements, and expanding the retail component. The team felt it would be helpful to present two distinct approaches: Option 1 represents a more reserved vision that involves minimal infrastructure changes, while Option 2 illustrates a full build-out of the area, requiring more significant infrastructure investments.

Both concepts also include a residential component, which the team believes will help attract developers and contribute to creating a vibrant, active hub. According to the American Planning Association, incorporating housing options into mixed-use developments can expand economic opportunities, promote walkable environments, and support a network of services—all of which align with the guiding principle to activate the space and create a lively atmosphere and contribute to long-term sustainability.¹

These two options were presented separately at an EDC and a City Council meeting. During both meetings, consistent feedback emerged. Members appreciated elements from each option but expressed interest in seeing a third concept that blended the most compelling components of both. Additionally, both the EDC and Council

¹ "Policy Guide on Smart Growth," American Planning Association, <https://www.planning.org/policy/guides/adopted/smartgrowth.htm#:~:text=Declarations,in%20terms%20of%20transportation%20options>.

raised important questions about feasibility and market demand. They emphasized the need for a clear understanding of what aspects of the plan are readily achievable versus those that are more long-term goals, highlighting the importance of combining the vision to financial reality.

Recognizing that this document is intended to guide development and redevelopment within the area for years to come, EDC and Council agreed that Option 2, which demonstrated the area’s maximum potential, would be the preferred path forward, with some minor adjustments. However, they wanted a clearer understanding of how this vision could be implemented in phases.

During the joint meeting with EDC and Council, the importance of choice and flexibility was a central theme. As a result, the plan was divided into three phases: short-term, medium-term, and long-term. These phases were developed based on land ownership, the potential impact of development, and overall feasibility.

By organizing the plan in this way, EDC and Council could better visualize the types of land uses and approximate building square footage that could be introduced over time. This phased approach was further supported by a market analysis, which outlined the financial opportunities available within each phase and demonstrated the viability of the overall strategy.



★ Figure 4.2: Option 1



★ Figure 4.3: Option 2



★ Figure 4.4: Option 2B

Market Analysis & Fiscal Impact Study

Catalyst Commercial analyzed both the regional market conditions as well as the fiscal impact to the Town of Trophy Club from the development of the vacant parcels of the Grove at TC. These findings were compiled into a Market Analysis that can be found in the appendix of this document. Below is a summary of the Market Analysis findings.

To better understand the market dynamics of the study area, a customer intercept study was conducted to identify the distance traveled by patrons of the site. Over 7,300 customer samples were taken from HG Sply Co and The Original Roy Hutchins Barbeque of customers who visited four times or more in a one-year period. A geography, a Primary Trade Area (PTA), equivalent to a 10-minute drive time was established that captures 65% of the closest customer samples. This 10-minute geography is where additional development in the study area can expect to draw future customers and gives a demographic profile of that customer. This PTA extends west to Interstate 35W, east to the Dallas-Fort Worth International Airport, and south as far as FM 1709 in the eastern half of the PTA. Grapevine Lake affects the draw of customers from the north, and the PTA extends along US Route 377 to FM 1171.

This Primary Trade Area currently has just under 54,000 residents with median household incomes of \$160,881, which are expected to grow to \$175,534. Retail spending originating from residents in the PTA is expected to increase by \$111.2M from 2024 to 2029, increasing the capacity in the PTA for additional retail to capture this spending. It is estimated that the study area could capture an additional 14,821 square feet annually of new retail space without oversupplying the market. Additionally, expected regional growth and demographic change shows that there is additional capacity for housing and office space. It is estimated that this

*Market Analysis Document has been added to the Appendix

Highlights

- Projected Taxable Value: \$86M
- Projected Town Annual Sales Tax Revenue: \$618,000
- Projected Town Annual Tax Revenue: \$974,023
- Projected 10- Year Town Annual Tax Revenue: \$9,740,228

Assumptions

- Trophy Club Sales Tax 2.0%
- Trophy Club Property Tax per \$100 of Value \$0.41469

study area could capture (annually) up to 175 units of residential and 11,056 square feet of office space without oversupplying the market.

A fiscal impact analysis was conducted to understand the fiscal benefits to the Town from the conceptual program in the form of sales and property taxes. For this analysis, only the conceptual development on the vacant parcels of the study area was included, and any potential redevelopment of parcels within the study area was excluded.

The total area of vacant parcels in the study area is just over seven acres. On these parcels, the preferred development plan shows nearly 103,000 square feet of retail and restaurant uses, 22,500 square feet of office uses, and 137 residential units. The projected taxable value of this program is \$85.7M. This would yield a \$974,000 annual tax revenue (sales and property tax) to the Town of Trophy Club. Based on the market assumptions in the analysis and the building areas in the concept plan, the yield from each product type is greater than the assumed development costs.



Final Development Plan

As previously mentioned, providing choices and flexibility is critical for responding to changing market conditions. The primary goal of this planning document is to serve as a guiding framework rather than a finalized, rigid plan. Developing the fiscal impact summary based on the preferred plan at its maximum capacity helped paint a realistic picture of both feasibility and potential outcomes.

It was important to recognize that the removal of even a single land use could significantly impact the property tax revenue the Town might receive. Similarly, lacking a diverse portfolio of uses could leave the area more vulnerable to economic shifts, potentially leading to reduced revenue.

While land uses, building square footage, and land values were assigned to the preferred concept to create a realistic foundation, the fiscal assessment was intended as a planning exercise not to

prescribe specific uses to individual parcels, but rather to analyze a possible scenario program on the vacant parcels only.

Both Council and EDC appreciated the market analysis, as it further illustrated the financial opportunities this area could offer. However, they emphasized that the plan should ultimately provide flexibility and multiple opportunities for developers rather than limit future possibilities.

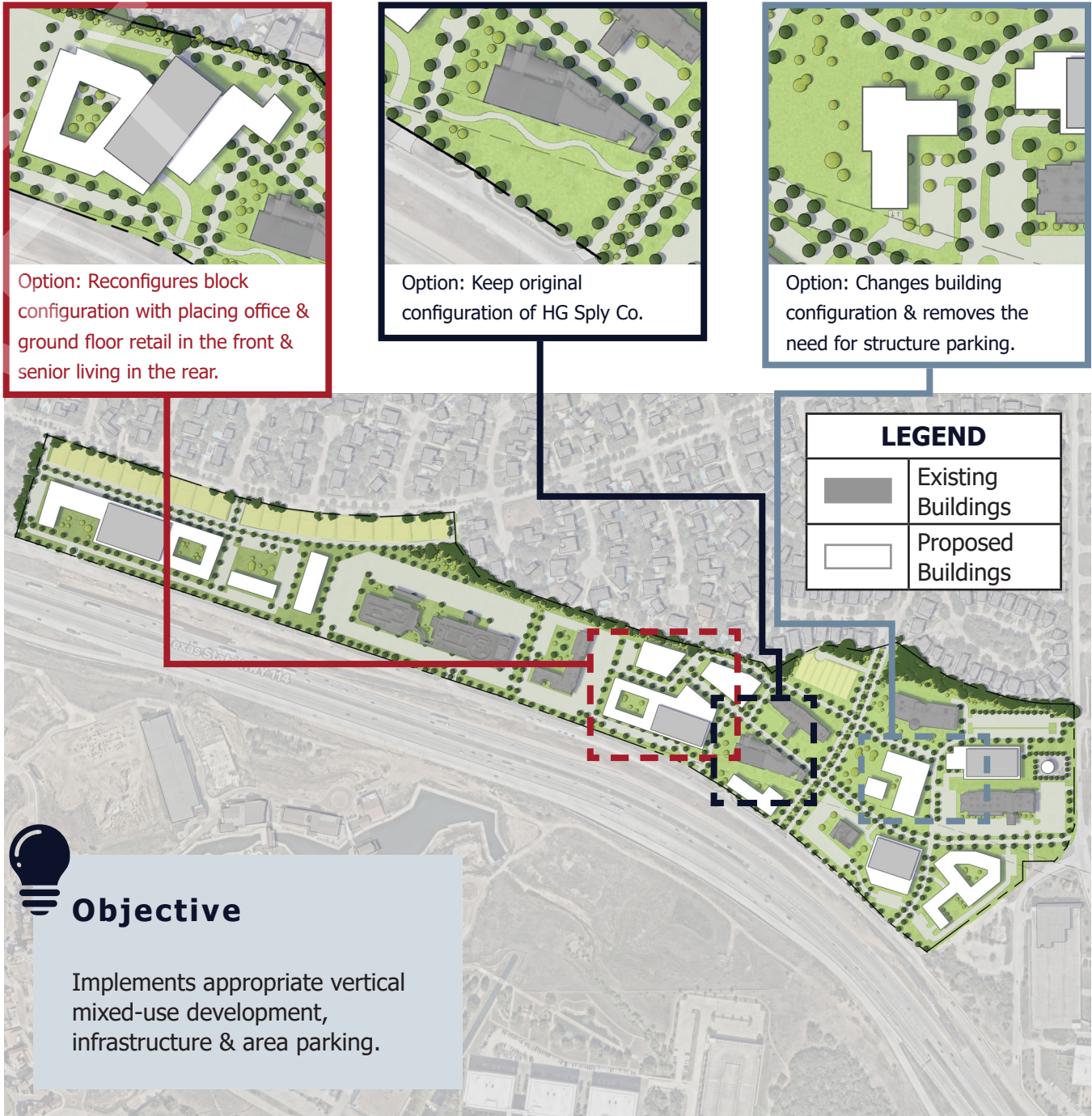
In collaboration with Town staff, Town Council, and the EDC, a preferred plan was established that builds upon the existing framework while introducing key design elements to guide future development and redevelopment. While the guiding principles define the overarching vision, the objectives serve as actionable steps toward achieving those goals. The following plans show how those objectives can be achieved:



★ EDC Meeting

Development Plan

Implementing appropriate vertical mixed-use development, along with supporting infrastructure and area parking, is essential for creating a dynamic and efficient urban environment. Vertical mixed-use design where residential, commercial, and office spaces are integrated within the same building or development maximizes land use and fosters a walkable, vibrant community. The plan looked at incorporating different land uses and having ownership residential components to the area to encourage activity around the clock and increase foot traffic to help support local businesses. Creating a place for people to live, work, and play will help contribute to the success of the area.



★ Figure 4.5: The Grove at TC Development Plan



Objective

The Grove at TC is a strong economic driver by increasing sales and property tax revenue.



Objective

Provide a strong branding theme that is cohesive between proposed and existing properties.

Conducting a market analysis provided critical insights into what types of development the area could realistically support, serving as the foundation for informed planning decisions. The findings were used to test the preferred plan through a feasibility study, ensuring that the vision aligned with economic realities and market demand. This analysis played a key role in shaping both the design and implementation strategies, identifying opportunities that would attract investment and community interest. To maximize revenue potential, the development must be structured to generate strong sales and property tax revenue and attract key stakeholders to the area. The Town can look at offering incentives to help promote activation of vacant parcels.

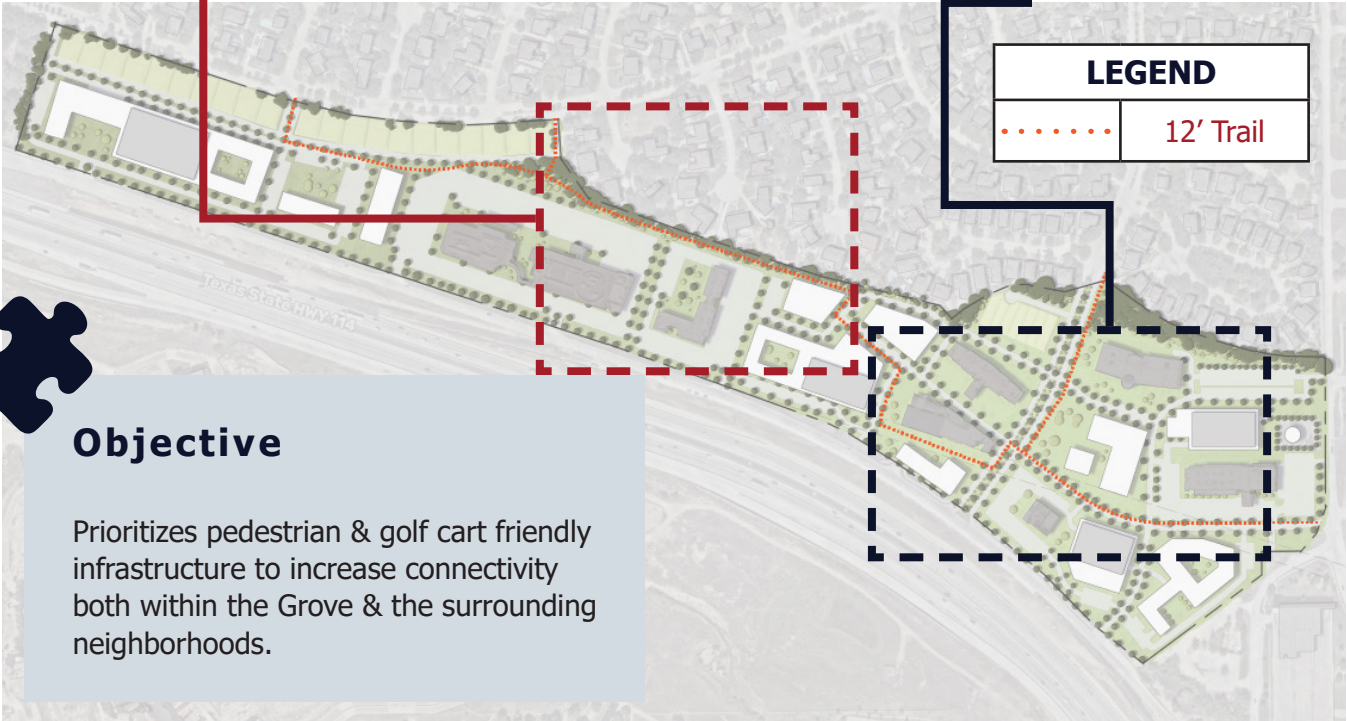
Attracting key stakeholders begins with establishing a strong, recognizable identity and creating distinctive spaces that draw residents from all over. This identity can be cultivated through strategic branding initiatives such as signature events and iconic signage for The Grove at TC to set the area apart. In addition, implementing thoughtful design standards, including architectural guidelines, setback requirements, landscaping features, and height limits, will help create a cohesive and visually appealing environment that supports the development’s unique character.



★ Town of Trophy Club Fourth of July

Pedestrian Plan

As density increases, more people will utilize the streets, sidewalks, and trail systems. Although shared-use paths are available in some sections, they are not always the preferred routes for pedestrians and cyclists due to issues such as inadequate separation from traffic, inconsistent sidewalks, excessive noise and heat, and distance from retail destinations. To address these challenges, the plan emphasizes improving connectivity by promoting multi-modal transportation and strategically placing buildings to create pedestrian-friendly streetscapes. Enhancements such as continuous sidewalks, well-connected trails, and alternative street configurations can help encourage active transportation. However, infrastructure alone is not enough—users must also feel safe and comfortable. Reducing noise, mitigating heat, and addressing slope challenges can significantly increase the likelihood of these routes being used. Additional strategies to enhance comfort and safety include reducing vehicle speed, introducing physical buffers between pedestrians and vehicles, planting shade trees, and using building placements to foster a walkable, inviting urban environment.



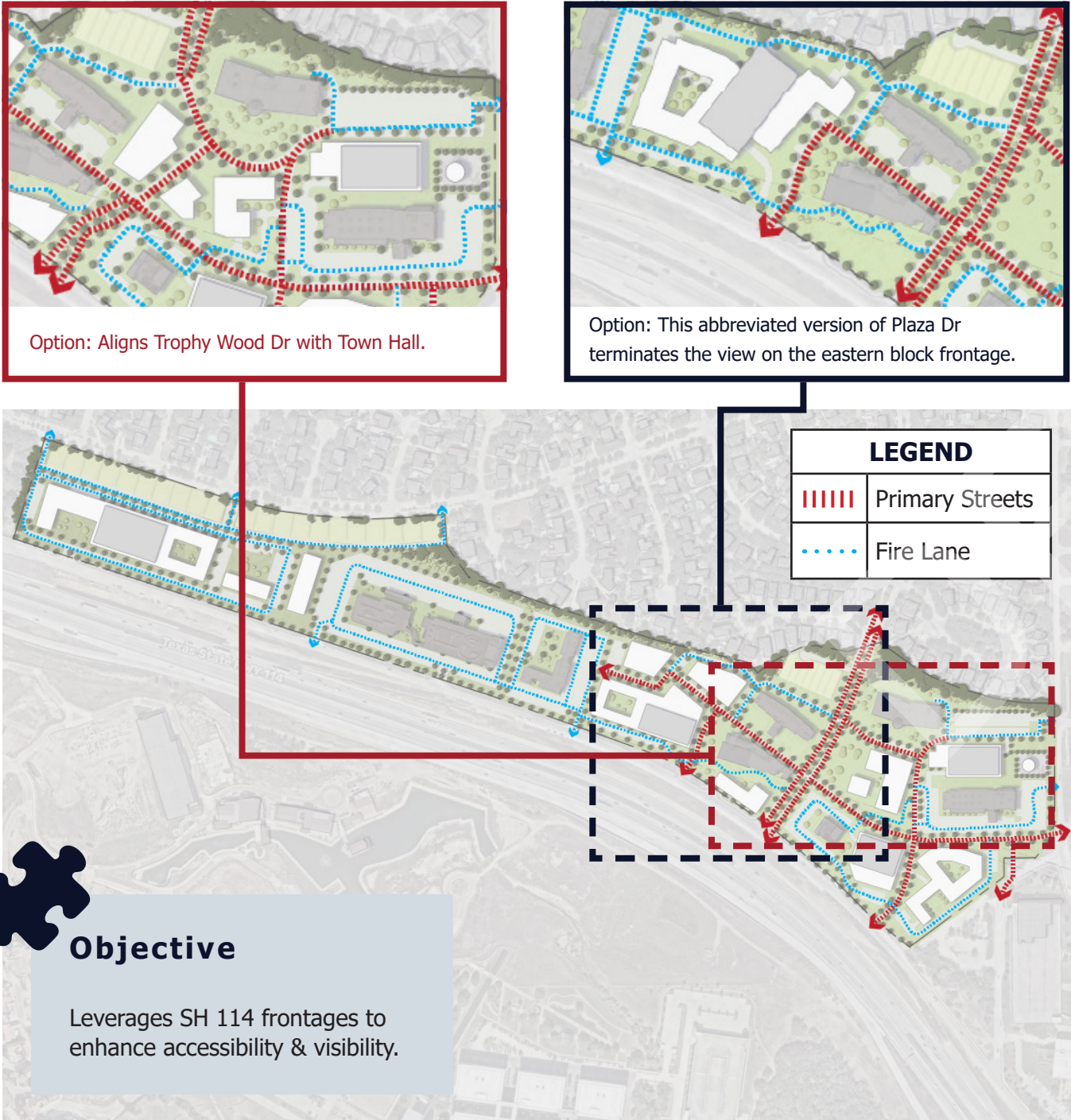
Objective

Prioritizes pedestrian & golf cart friendly infrastructure to increase connectivity both within the Grove & the surrounding neighborhoods.

★ Figure 4.6: The Grove at TC Pedestrian Plan

Vehicular Plan

Utilizing the SH 114 frontage, buildings should be strategically positioned to maximize exposure to the frontage road, enhancing visibility for prospective businesses. Thoughtful building placement plays a crucial role in attracting tenants, as visibility and accessibility are key factors in business success. In addition, driveway locations were carefully planned to improve traffic circulation and establish strong connections throughout the area. The plan looked to emphasize increased accessibility by designing safer travel routes and reducing congestion, ultimately creating more efficiency.



Objective

Leverages SH 114 frontages to enhance accessibility & visibility.

★ Figure 4.7: The Grove at TC Vehicular Plan



Objective

The Grove at TC is an intentional gathering space that serves as a signature gateway to Trophy Club.

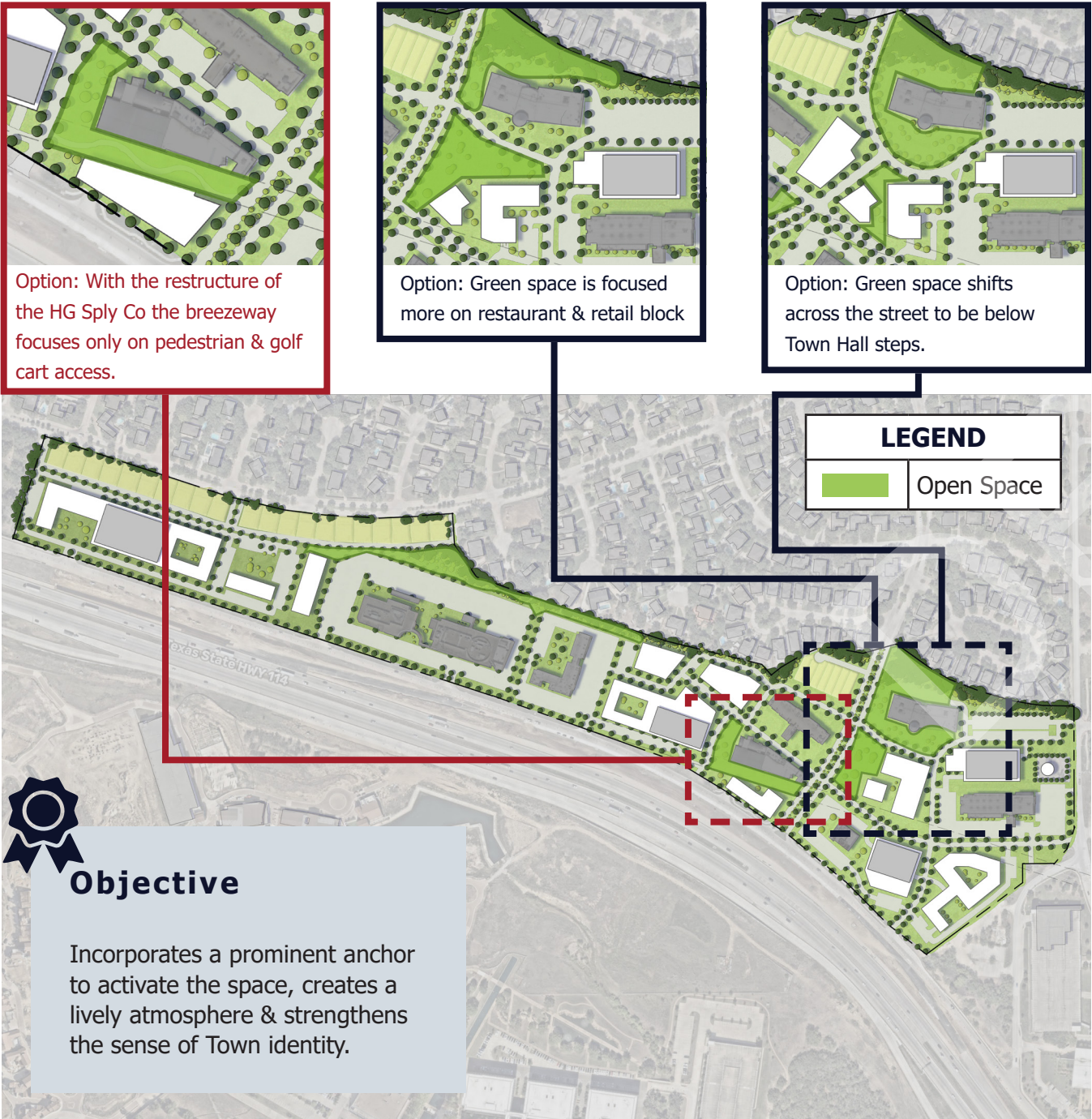
Trophy Wood Drive is the primary gateway into Trophy Club for many residents, serving as the only direct connection from SH 114 to the residential neighborhoods on the east side. Functioning as a central spine, it supports the town's internal circulation with numerous secondary streets branching off, creating a natural flow of traffic throughout the area. By enhancing Trophy Wood Drive with improved streetscaping, signage, lighting, and traffic-calming features, the experience of entering Trophy Club can be elevated into a true sense of arrival. Creating additional connections from Trophy Wood Drive to surrounding streets within and around The Grove at TC will not only improve overall mobility but also encourage more purposeful vehicular movement through the site. This enhanced connectivity ensures that visitors and residents are guided through the entirety of the development, increasing visibility for local businesses, activating public spaces, and supporting economic and community vitality. The result is a more cohesive and navigable environment that transforms Trophy Wood Drive into both a functional corridor and a signature experience for the town.



★ Aerial of Roundabout

Open Space Plan

Incorporation of a prominent anchor that serves as a focal point for the area helps activate the space and generate consistent foot traffic for people to use how they please. This anchor was identified as Town Hall. Town Hall is a central gathering space and reinforces the community’s identity and pride. The open space in front of Town Hall shall be identified for public use, events, and gatherings to activate a lively atmosphere. With Trophy Wood Dr being the main access point into the east side of Trophy Club, positioning the open space in front of Town Hall creates a visual draw to the area and allows people to engage when they see activity there.



★ Figure 4.8: The Grove at TC Open Space Plan



★ Town of Trophy Club Public Employee Recognition Week 2024



Implementation Guidelines

The Town of Trophy Club Small Area Plan outlines a vision for redevelopment and future opportunities within the area. Achieving this vision will require collaboration between the Town, the Economic Development Corporation, and the broader community. As the Town moves forward with implementation over the next decade, new trends, opportunities, and challenges will arise, making flexibility essential in prioritizing and advancing projects.

The implementation guidelines are intended to support decision making by Town staff and elected officials. The implementation matrix details each action item, identifies the guiding principle it supports, assigns responsibility for execution, and establishes its priority to help ensure strategic and effective progress.

Some key questions are identified below to help the Town make an informed decision as projects are identified or new projects emerge for implementation.

Key Considerations

1. Guiding Principles Compatibility

At the beginning of this process, five guiding principles were established to serve as the goals of this process and the overall plan. The Grove at TC represents a welcoming and vibrant hub, enhanced connectivity and accessibility, thoughtful and integrated development, a signature public amenity and community gathering space, and maximize economic impact and branding. Using these principles as the benchmark for every proposed project in the area ensures that The Grove at TC remains true to the Trophy Club vision.

- Does this project achieve one or more of the guiding principles for the Town?

Key Themes

1. Meeting Town Goals
2. Serve Community Needs
3. Economic Resiliency

2. Community Needs

Through community engagement, residents shared their priorities and concerns, which directly informed the preferred plan and shaped these implementation recommendations. To achieve sustainable growth and maintain a high-quality place that residents will embrace, their feedback must remain central to every implementation decision.

- How will this project have an overall impact on the community?
- Does it address any of the concerns or needs, raised through the community feedback of this small area plan?

3. Economic Advancement

Long-term economic/fiscal benefits should be evaluated for development or redevelopment projects within The Grove at TC. This will ensure alignment with the Town’s economic goals to enhance the quality of life for residents while also maintaining competitiveness within market. The Town should prioritize investments and strategic partnerships that maximize benefits for all stakeholders and strengthens the community’s future.

- What is the fiscal impact of the project?
- How does the project contribute to the economic goals of Trophy Club?
- How does the project demonstrate economic resiliency, ensuring it can adapt to changing market conditions?



Implementation & Action Plan

The below implementation matrix is a strategic tool that outlines actions, priorities and responsibility. It should be used as a framework for tracking progress and ensuring accountability. The matrix on the following page should be reviewed at regular intervals by the Town.

Guiding Principles

-  **A Welcoming & Vibrant Hub**
-  **Enhanced Connectivity & Accessibility**
-  **Thoughtful & Integrated Development**
-  **A Signature Public Amenity & Community Gathering Space**
-  **Maximized Economic Impact & Branding**

Priority

- **High** - these tasks are urgent and can have significant impact on the plan
- **Medium** - These tasks need to be addressed timely, but not urgent
- **Low** - These task can be scheduled for later timeframes and have minimal impact on the plan

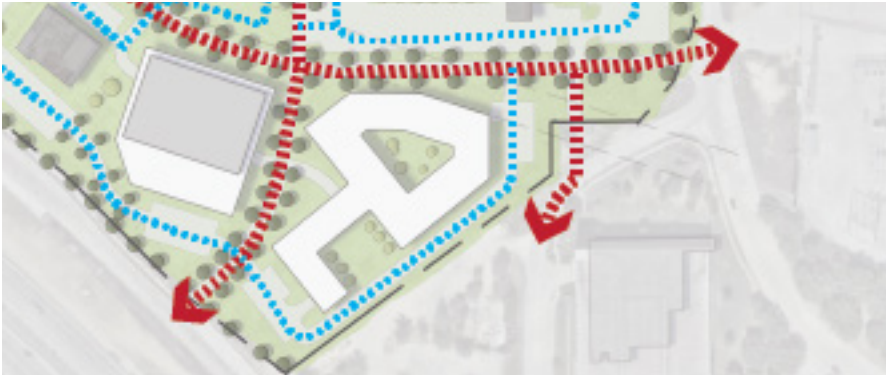
Responsibility

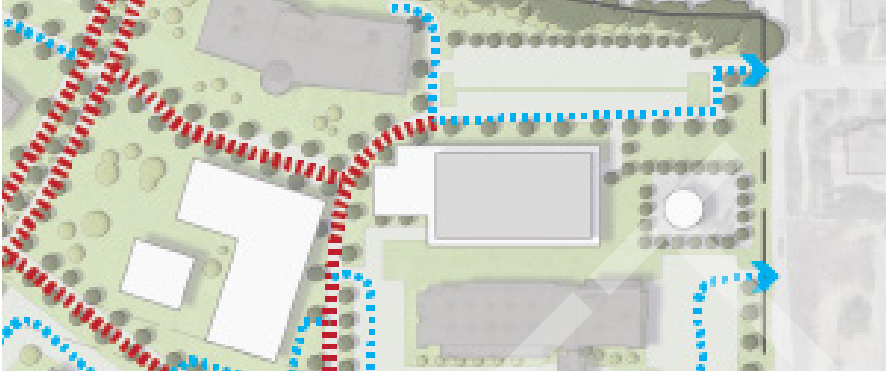
- **TC** - Town Council
- **EDC** - Economic Development Corp.
- **TD** - Town Departments (Staff)

Timeframe

- **When Needed**
- **Ongoing**
- **< 2 Years**
- **3-5 Years**
- **> 5 Years**

Recommendations Type	Theme of Guiding Principle	Action Item	Priority	Responsibility	Timeframe
Policy	    	a. Adopt the “Grove at TC Small Area Plan” policy document to set the vision for the district. This provides a framework for future developers to understand the type of development the town staff, town council, and town residents desire. This mutual understanding of the vision provides predictability and reduces risk to the entitlement process.	High	TC	< 2 Years
Program Management		a. Identify a program/project manager to oversee zoning, financing, infrastructure, developer selection, acquisition, appraisals and other due diligence, and other coordinated tasks.	High	TC, EDC, TD	When Needed
		b. Review area plan at regular intervals to ensure plan remains aligned with market realities and update if market conditions change.	Medium	TC, EDC, TD	Ongoing
		c. Track developer interest and inquiries and regularly update Town leadership.	Medium	TD	Ongoing
		d. Prior to disposition, determine the current market value of Town/EDC parcels based on comparable sales in the area and appraisals. Be sure to consider the added value to a property from the completion of any identified and planned public improvements.	Medium	TC, EDC, TD	Ongoing
Regulation	  	a. Consider creating form-based code for the Grove at TC. Form-based code would communicate predictable and clear design standards and expectations to a potential developer. The form-based code should address the following items: • Architectural standards • Building form • Allowed uses • Signage • Parking • Landscaping • Public spaces	Medium	TC, TD	3-5 Years
		b. Consider revising the current zoning regulations to update design standards that allow for the following:	High	TC, TD	< 2 Years
		i. Update parking requirements to current industry standards, consider reduction of required parking for several uses such as multifamily, and provide allowance for shared parking for mix of uses within the Grove at TC.			
		ii. Require 12’ minimum trail width for primary pedestrian paths within The Grove at TC.			
		iii. Update architectural design standards for parking structures.			

Recommendations Type	Theme of Guiding Principle	Action Item	Priority	Responsibility	Timeframe
Regulation		c. Review existing parking agreements to assess potential impacts from new development; if affected, prepare and coordinate proposed amendments by presenting a term sheet or Memorandum of Understanding (MOU) with HG Sply Co.	High	TC, EDC, TD	< 2 Years
Infrastructure		a. Verify detention/retention needs based on the area plan specifically for the development of the vacant parcels.	Medium	TD	3-5 Years
		b. Determine the need for the Town to acquire privately-owned portions of Plaza Dr and Trophy Branch Dr and maintain as Town-owned streets.	Medium	TC, TD	3-5 Years
		c. Validate access management plan with TxDOT and strategy to accommodate ingress and egress at key points.	High	TD	When Needed
		d. Confirm availability, capacity, and design requirements for water supply and sanitary sewer to support coordination of utilities across the district specifically for the development of the vacant parcels and potential redevelopment of the other parcels.	Medium	TD	3-5 Years
		 e. As part of the regular CIP process, identify and plan for (phasing, timing, and financing) infrastructure improvements that are publicly-funded that directly support this area plan. These improvements could include adding onstreet parking, replacing pavement with enhanced pavement at intersections, altering street section of Trophy Wood Dr to add onstreet parking, adding “hooded” left turn only into HG Sply Co. from Trophy Wood Dr, extending sidewalks/trails, landscaping, lighting, and open/park/event space.	High	TC, TD	< 2 Years
		f. Initiate request for interlocal agreement with City of Southlake for proposed realignment of T W King Rd/Plaza Dr intersection as shown on area plan. 	High	TC, TD	< 2 Years

Recommendations Type	Theme of Guiding Principle	Action Item	Priority	Responsibility	Timeframe
Infrastructure		g. Initiate request for interlocal agreement with City of Southlake for proposed vehicular driveway access onto T W King Rd from Town Hall lot. 	High	TC, TD	< 2 Years
Financing	 	a. Explore additional options for a unified financing tool for the district. Some tools may include a public improvement district or extending the timeline of the existing tax increment reinvestment zone. Consider an update to the project and financing plan of the existing tax increment reinvestment zone. Extended the existing TIRZ could serve as a funding tool for the infrastructure items.	High	TC, EDC, TD	< 2 Years
Activation	 	a. Develop a decision matrix that will guide the Request for Proposals (RFP) or Request for Expressions of Interest (RFEI) process. Integrate this decision matrix into a drafted RFP/RFEI document that integrates a summary of the market and feasibility analysis as well as any due diligence materials that would be helpful to respondents. Present the RFP/RFEI to staff and/or council to receive feedback and make refinements.	High	TC, EDC, TD	< 2 Years
		b. Create a list of qualified developers/investors that should be sent the RFP/RFEI. Post the RFP/RFEI on the Town's bid postings page.	High	TC, EDC, TD	< 2 Years
		c. Identify the person responsible for coordinating site visits, promoting the offering, receiving proposals/expressions of interest, organizing and leading a pre-bid conference with staff and prospective developers, assisting with preparing responses to questions asked during the pre-bid conference and an open period for questions, reviewing and analyzing proposals/expressions of interest, and organizing the proposals/expressions of interest into a format that can be presented to staff and/or council for feedback to create a list of finalists for interviews. Coordinate developer interviews and provide guidance as needed on the selection of the preferred developer. Support staff in analyzing the transaction structure and negotiating a memorandum of understanding that includes any incentives requested. Finalize and execute agreements which may include a ground lease, a purchase and sale agreement, and/or a development agreement.	High	TC, EDC, TD	< 2 Years

Recommendations Type	Theme of Guiding Principle	Action Item	Priority	Responsibility	Timeframe
Activation	 	d. Determine appropriate incentive-based tools to promote activation of vacant parcels and redevelopment of other parcels. Said incentives could include the following:	Medium	TC, EDC, TD	3-5 Years
		i. Tax Abatements ii. Façade Enhancement Programs iii. Chapter 380 Agreements iv. State of Texas Incentives v. TIRZ Reimbursements vi. Impact Fee Credits vii. Public/Private Partnerships			



APPENDIX

Market Assessment

The Grove at TC

Trophy Wood Drive at

State Highway 114



July 2025



Acknowledgements

City Council

Jeannette Tiffany - Mayor
Rhylan Rowe - Mayor Pro Tem, Place 4
Stacey Bauer - Place 1
Jeff Beach - Place 2
Dennis Sheridan - Place 3
Garry Ash - Place 5
Steve Flynn - Place 6

Economic Development Corporation

Teri Addington - President, Place 1
Allan Pedersen - Vice President, Place 4
Greg Fox - Place 2
Garrett Wallace - Place 3
Joseph Longo - Place 5
Scott Hinshaw - Place 6
James Calaway - Place 7

City Staff

Brandon Wright - Town Manager
Tamara Smith - Assistant to the Town Manager

Project Team

Catalyst Commercial
McAdams

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Introduction

Executive Summary

Trophy Club is located in one of the fastest-growing areas of the Dallas-Fort Worth Metroplex (DFW) and is positioned along the State Highway 114 corridor. Trophy Club's position between the Dallas-Fort Worth International Airport and Fort Worth's Alliance Airport gives unique access to a large daytime workforce population. Additionally, this corridor's growth as a location for new corporate office, including Fidelity, Charles Schwab, Deloitte, Goosehead Insurance, and Sabre, brings additional daytime activity to the region.

Currently, a majority of the development is along State Highway 114 at the major intersections of Trophy Club Drive West, Trophy Club Drive, and Trophy Wood Drive. Most of the development is neighborhood-oriented and consists of retail stores, strip developments, and convenience-oriented pad sites. This corridor functions as the major corridor between north Fort Worth area to the Dallas-Fort Worth International Airport and east into Dallas County.

With few remaining development sites, this initiative sets forth an innovative and citizen-led process to maximize corridor objectives and address underserved needs that can be satisfied in a context-sensitive way. As part of this process, the planning team identified a number of opportunities to link existing infrastructure and coordinate existing businesses with innovative concepts that can integrate placemaking and walkability while advancing other economic development priorities. Ultimately this initiative will help create additional economic benefit and opportunities for the Town, and maximize the new accessibility afforded by recent and ongoing State Highway 114 improvements.

The study area creates a unique opportunity to create a comprehensive strategy to increase sales tax, increase primary jobs, enhance Trophy Club's identity in the region, and create additional gravity to harness the region's corporate visitors and regional consumers.

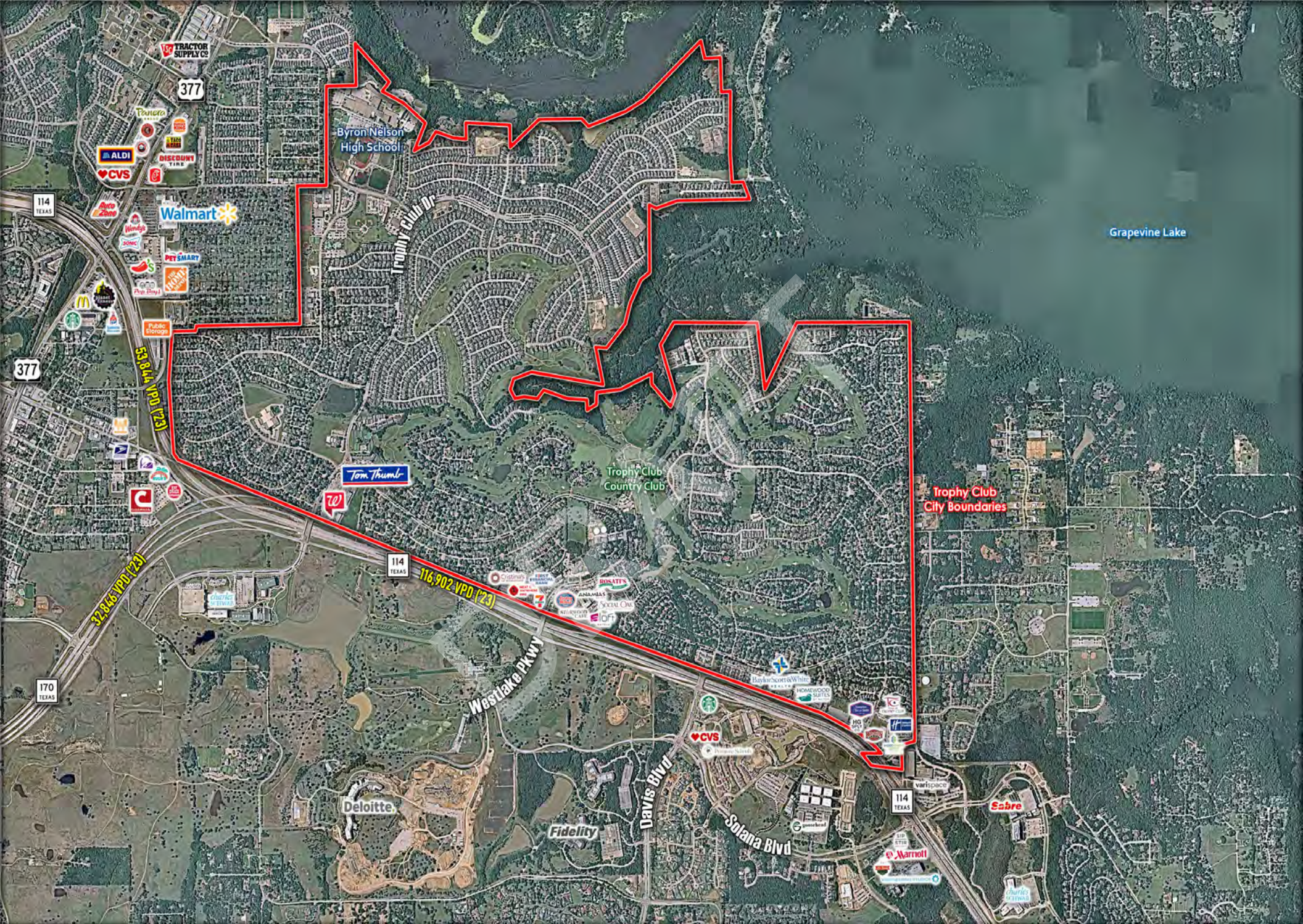
Over the next ten years, the market shows demand for 148,000 square feet of retail and up to 110,000 square feet of office that Trophy Club could capture in this study area, in addition to future entertainment, hospitality, or other amenities.

To maximize the opportunity, future activities should integrate the following principles:

- Promote quality of life
- Leverage and strengthen infrastructure
- Support economic development
- Expand business opportunities
- Function as an amenity to adjacent neighborhoods
- Increase regional gravity and identity

Market Demand	Annual Demand	5 Year Demand	10 Year Demand
Retail	14,821 SF	74,104 SF	148,207 SF
Office	11,056 SF	55,278 SF	110,556 SF

Source: Catalyst Commercial, US Census Bureau, Esri



Regional Context

Northeast Tarrant County and Southern Denton County

The Town of Trophy Club is located in northeast Tarrant County and southern Denton County. The Study Area for this Small Area Plan is located in the southeast portion of the Town at the intersection of State Highway 114 and Trophy Wood Drive. Trophy Club benefits from regional access to DFW International Airport, proximity to Fort Worth, and Dallas, and a strong base of talent and neighborhoods. State Highway 114 is the main corridor that serves the Town.

Trophy Club

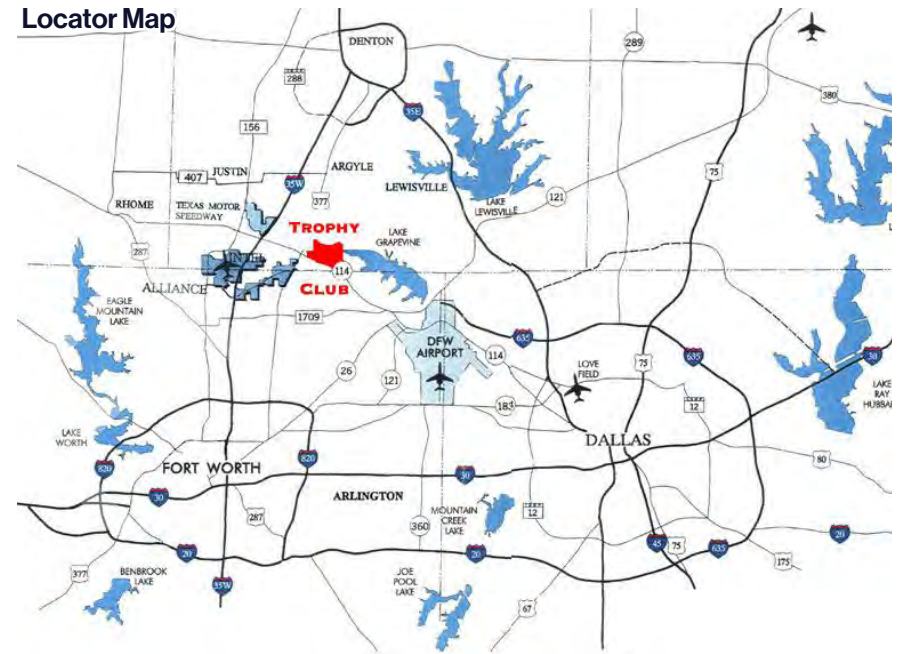
The Town of Trophy Club is a bedroom community that serves the greater region with an educated workforce. Approximately 97.8% of residents commute outside Trophy Club for work with an average commute time of 25 minutes. Trophy Club saw significant population growth from 2000 to 2020, growing from 6,350 to 13,688, but growth has tapered as the Town reaches build-out. Most of the commercial uses are located along State Highway 114 at its intersections with Trophy Lake Drive, Trophy Club Drive, and Trophy Wood Drive. These serve both the local residents and the nearby regional market.

Trophy Club households have strong incomes that are expected to continue to grow over the next five years. The current median household income of \$179,226 is expected to grow to \$200,001 by 2029. Similarly, the average household income of \$209,617 is expected to grow to \$250,243 by 2029.

Additionally, Trophy Club is home to a well-educated workforce. Currently, 67.7% of residents aged 25 or older hold a bachelor's degree or a graduate/professional degree. 96.9% of residents aged 25 or older have a high school diploma.

Trophy Club housing is overwhelmingly single family detached at 97.0% of all housing units. Most of these housing units are owner-occupied (87.7%) and the Town of Trophy Club is expected to maintain this balance in the near term.

Locator Map



Demographic Snapshot	Trophy Club	Trophy Club Primary Trade Area
2024 Population	14,328	53,997
2029 Population	14,095	55,131
Median HH Income	\$179,226	\$160,881
Average HH Income	\$223,467	\$209,617
Median Age	42.4	40.6

Source: Esri

Study Area

The focus of this plan consists of approximately 52.5 acres located around the intersection of Trophy Wood Drive and the State Highway 114 frontage road. This includes Town Hall, Baylor Scott & White Medical Center, WoodSpring Suites, Holiday Inn, Complete Dentistry, The Original Roy Hutchins Barbeque, HG Sply Co, Hampton Inn & Suites, Homewood Suites, The Cell Spa, and The Vineyards at Trophy Club Apartments.



Market Summary

Retail

Dallas-Fort Worth Market

Across the United States, retail markets have failed to keep up with tenant demand for new space, keeping vacancy low and contributing to rent growth. Increased consumer spending has kept demand for retail goods and services high, but increased development costs make it difficult to deliver space at competitive rents while increased operating costs make retailers increasingly selective of their new sites. A general lack of available space has kept leasing activity somewhat constrained.

The Dallas-Fort Worth retail market remains strong with increased tenant demand for space. Strong demand has enabled the market to absorb 30 million square feet of space in the last two years. Most of the activity has been in the Dallas and Fort Worth suburbs. Over the last 12 months, Dallas-Fort Worth has seen the most net absorption of any major US market, at 3.5 million square feet. Approximately 70% of these spaces are pre-leased before delivery. Over the last five years, demand outpaced supply, increasing rates and decreasing vacancy for both new and existing inventory. This has resulted in elevated YOY rent growth of 4.5% or greater for ten consecutive quarters, which creates a favorable climate for the development of more space.

Trophy Club/Roanoke/Westlake retail submarket

The total Trophy Club/Roanoke/Westlake retail submarket comprises 1.71 million square feet of retail inventory. The largest class is Power Center, which is comprised of 434,964 square feet. Vacancy is 4.8% in power centers, and there have been 10,000 square feet of negative absorption in this asset class over the past year. The second greatest asset class in the submarket is Neighborhood Center at 333,827 square feet. Vacancy is 2.9% in Neighborhood Centers, and 5,700 square feet have been absorbed in this asset class over the past year. Strip Centers represent 145,198 square feet. Vacancy is 17.5% in strip centers, and there have been 17,000

square feet of negative absorption in this asset class over the past year. General Retail is 776,358 square feet. The vacancy rate for General Retail is 4.4%, which is slightly lower than the overall market. There have been 23,000 square feet of negative absorption in this asset class over the past year. This represents roughly half of all vacancies.

This submarket has a total vacancy rate of 6.0% across all asset classes. This represents a 2.8% increase since last year. Due to turnover, there have been 47,000 square feet of negative absorption, and with the increased cost of development, there have only been 950 square feet of net deliveries so far in 2024, a single-tenant building on US Route 377 in Roanoke. With lower inventory, rents have increased 4.6% in the past 12 months and are currently around \$27.00 per SF overall. While there has been negative absorption, to make up for a lack of deliveries in 2024, there are nearly 11,000 square feet under construction with completion nearing the end of 2024. Additionally, there are 30,000 square feet of retail planned to start construction at the end of 2025 in Entrada in Westlake.

Just outside of this submarket to the east in Southlake there are two potential retail developments that could compete with the study area.

- Carillon Parc: On the northeast corner of SH 114 and N White Chapel Blvd, this project will include retail, restaurants, office, a hotel, and residential.
- Southeast corner of SH 114 and Kirkwood Blvd: Potential for small format retail and restaurant, though the project is proposed and does not yet have entitlements.

Current vacancy is higher than its trailing three-year average of 4.5%. However, this figure is lower than the Dallas-Fort Worth market trailing three-year average of 4.7%. Rents have increased 16.0% over the past three years, higher than the Dallas-Fort Worth market average of 15.3%.

Trophy Club

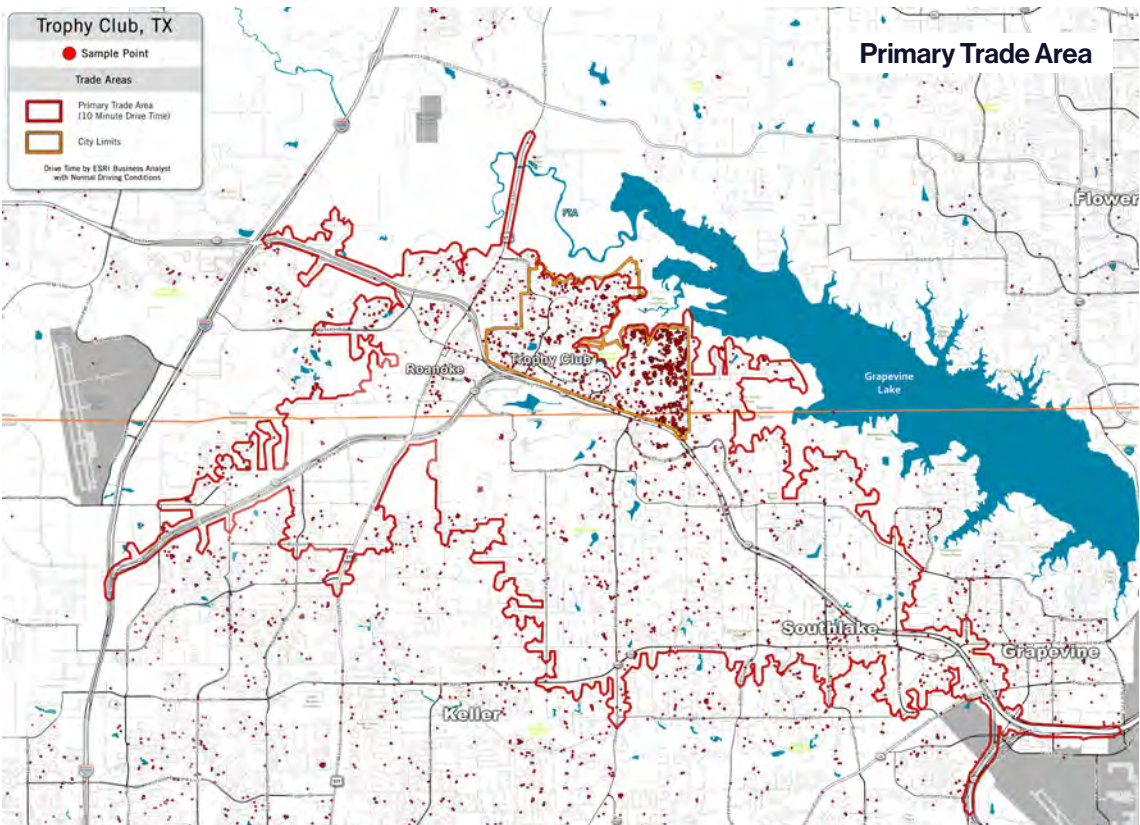
The Trophy Club retail market has approximately 202,000 square feet of inventory. The three primary centers within Trophy Club are:

- Trophy Club TownCenter: This is the newest mixed-use shopping center located on the northeast corner of State Highway 114 and Trophy Club Drive with a mix of national retailers, local shops, destination restaurants, a 110 room hotel, 250 units of urban residential, and 39 townhomes.
- The Shoppes of Trophy Club: This center is located at State Highway 114 and Trophy Club Drive, adjacent to Trophy Club Town Center, and includes various strip centers, Meat-U-Anywhere BBQ, and 7-Eleven.
- Trophy Club Plaza: This is a Tom Thumb grocery anchored neighborhood commercial center with additional neighborhood serving uses including Starbucks, Verizon, Bank of America, and Walgreens. Trophy Club Plaza is located at the entrance to Trophy Club. With frontage on Highway 114, this shopping center helps create a regional trade area serving the local market as well as Westlake, Roanoke, North Keller & Southlake.

The Trophy Club market has approximately 12,000 square feet of vacancy, a 5.9% vacancy rate. There have been 3,600 square feet of net absorption over the last 12 months. The market asking rent is \$28.56, which is slightly higher than the submarket.

To understand retail demand, Catalyst Commercial looked at the estimated capture of market activity by Trophy Club. This capture is calculated on the forecasted market growth in the Primary Trade Area which is a function of both population growth and increases in spending on retail goods.

An increase in population and household incomes in the Primary Trade Area results in an increase in retail spending of \$111.2M from 2024 to 2029. Trophy Club could expect to capture 20% of this new retail need, resulting in an annual retail demand for Trophy Club of 14,821 square feet.



Trade Area Methodology

Trophy Club's Primary Trade Area (PTA) was based on customer intercepts at existing retail within Trophy Club. The last 5% intercepts were discarded as outliers. The remaining 95% were used as the sample pool. Using 65% of the sample pool, Trophy Club has a PTA equal to a 10-minute drive time.

The Trophy Club PTA captures a population of 53,997.

Trophy Club	Annual Retail Absorption (SF)
2024 YTD	2,935
2023	6,232
2022	52,504
2021	4,995
2020	12,292
2019	3,889
2018	1,200
2017	9,871
2016	0
2015	13,626
2014	18,667

Source: CoStar

Office

Economic uncertainty and a changing workforce model over the last few years has changed the dynamics of the office market. Net absorption of office space across the United States has been negative since the beginning of 2020. Across Dallas-Fort Worth and the nation, companies are becoming ever more efficient with their office space, and the average lease size has dropped 17% when compared to leasing activity in 2017-2019.

Since 2020, many companies have delayed or canceled renewals and/or expansion. During this time there has been a flight of office users to quality, as companies attempt to provide additional amenities to attract employees. A large portion of new office construction within Dallas-Fort Worth, particularly larger format corporate office, is located along State Highway 121 and the Dallas North Tollway in the cities of The Colony, Frisco, Plano, and Allen. This submarket of Dallas-Fort Worth has experienced, and is projected to continue to experience, explosive population and economic growth.

The overall slowdown of office space development within the Dallas-Fort Worth market, combined with steady demand for quality office space, has resulted in fewer options for new, high-quality office space that has the amenities and location that make the space attractive to tenants. The current construction pipeline in Dallas-Fort Worth is near a ten year low which will affect the office market for some time due to long development timelines for ground-up development.

The mixed-use environment of the study area makes it an attractive location for small-format office. HG Sply Co and The Original Roy Hutchins Barbeque are frequented by office employees walking on the State Highway 114 sidewalk to get lunch, despite the journey being relatively unfriendly to pedestrians. Connectivity to development to the east and including office space within the study area will only increase the daytime activity that will spend money at restaurants and retail within.

Capture from Market Growth

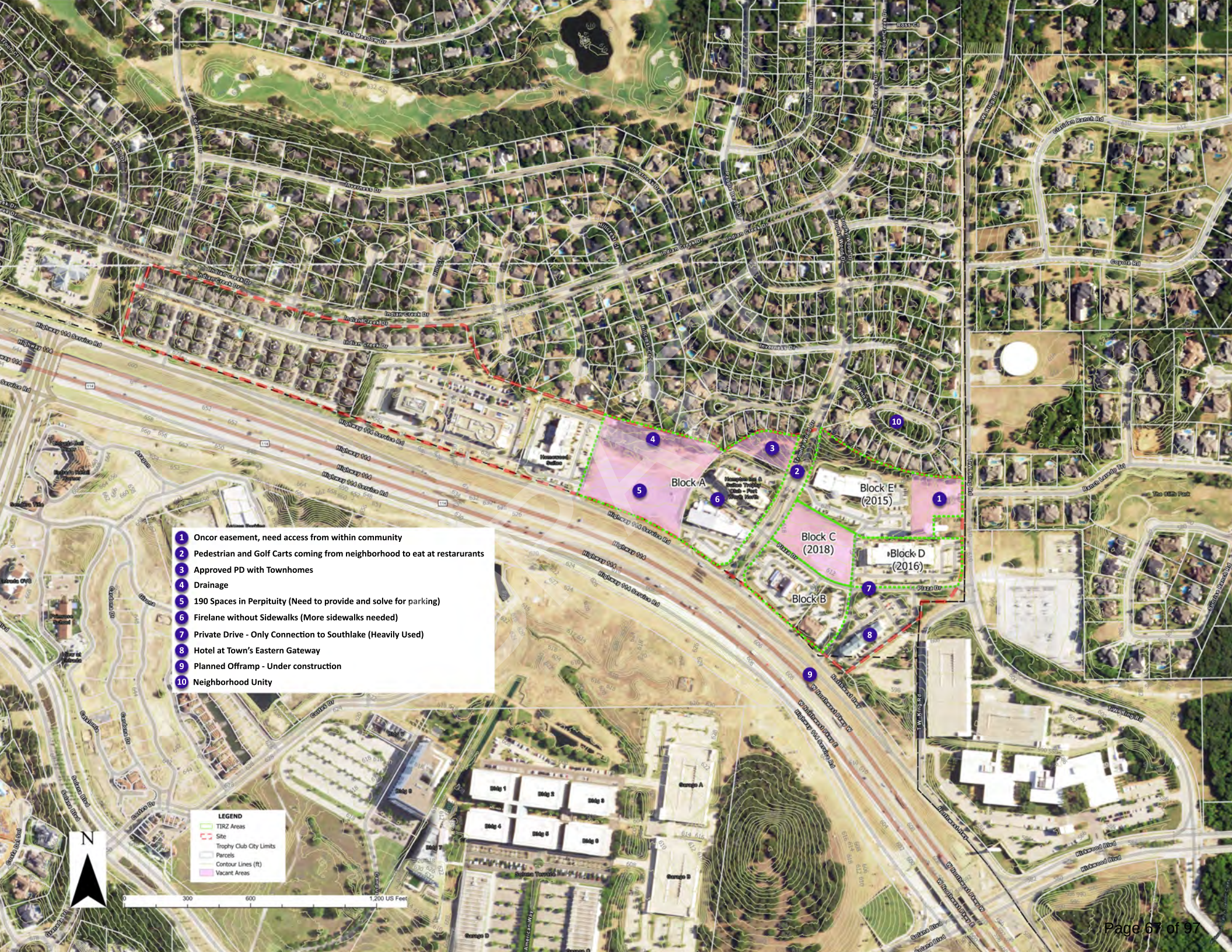
The Trophy Club PTA population is expected to grow a total of 2.1% over the next five years. Looking at small-format office as a function of population and economic growth in the PTA, it is estimated that Trophy Club could capture and absorb 7% of this market growth, resulting in an annual demand from market growth of 2,283 square feet.

Capture from Market Turnover

As office space in the marketplace ages and the needs of users change, office spaces reach the end of their useful life and new space needs to be developed to fill the gaps created by aged space. Many factors in office space decisions have changed in the last few decades with changes in technology and the advent of different working formats such as a hybrid or remote workforce model. It is estimated that 2% of office space becomes obsolete annually (a conservatively assumed 50-year lifecycle for new space) and Trophy Club can capture 7% of the new demand created by market turnover, resulting in an annual demand of 8,773 square feet.

The combined annual office demand from regional market growth and turnover is 11,056 square feet.

Intentionally blank



- 1 Oncor easement, need access from within community
- 2 Pedestrian and Golf Carts coming from neighborhood to eat at restaurants
- 3 Approved PD with Townhomes
- 4 Drainage
- 5 190 Spaces in Perpetuity (Need to provide and solve for parking)
- 6 Firelane without Sidewalks (More sidewalks needed)
- 7 Private Drive - Only Connection to Southlake (Heavily Used)
- 8 Hotel at Town's Eastern Gateway
- 9 Planned Offramp - Under construction
- 10 Neighborhood Unity

LEGEND

- TIRZ Areas
- Site
- Trophy Club City Limits
- Parcels
- Contour Lines (ft)
- Vacant Areas

The Grove at TC

This study area consists of 52.5+/- acres and is located at the intersection of State Highway 114 and Trophy Wood Drive in Trophy Club. The area consists of a multitude of property owners. The vision for this area includes additional retail, restaurants, entertainment, corporate users, signature amenities, and other complimentary uses.

A Thriving Mixed-Use Corridor

A thriving mixed-use corridor is an important part of a strong community. It contributes to the city's image, reflects its values, and improves quality of life for Trophy Club's residents and visitors.

- Improves quality of life
- Creates an identity for local and regional tourists
- Increases the tax base
- Increases jobs
- Mitigates retail leakage

Opportunities

- Enhance the visibility of Trophy Club with first-class development along the frontage that creates differentiation and appeal
- Leverage vacant Town-owned properties
- Expand destination retail/restaurants and "eatertainment"
- Expand public amenities that can increase connectivity and create placemaking within the study area
- Harness the strong traffic counts
- Capitalize on the State Highway 114 ramp reversal which will provide greater accessibility

Constraints

- A majority of the property in the study area is built-out
- Non-complimentary uses
- Expensive acquisitions
- Existing infrastructure creates barriers and constraints to new development



Program Justification

The table below is a comparison between the existing market supply (or inventory) and the demand that this site could capture in a ten year period. The results show a substantial amount of availability in this market over the ten year time horizon. This concept (Concept 2B) demonstrates how the site can accommodate a portion of future demand.

The total retail program is forecasted to be absorbed within fourteen years, the office program is forecasted to be absorbed within three years, and the residential program is forecasted to be absorbed within one year based on current market conditions. As this site matures, these absorption forecasts would likely shorten, meaning the proposed program would be absorbed faster than forecasted.

Existing Market	Market Supply (Inventory)	Annual Construction Deliveries (Avg 2015-2024)
Retail	4,839,792 SF	97,499 SF
Office	7,838,629 SF	258,988 SF
Multifamily Residential	3,104 units	218 units

Source: Catalyst Commercial, CoStar



Note: This analysis was conducted on the conceptual program (Concept 2, minus building 9) proposed for undeveloped sites only. Redevelopment sites (buildings 3, 4, 18, 19, 20, and 21) and existing uses (buildings 2, 6, 8, 10, 11, 16, and 17) were excluded from this analysis. Building 9 was excluded from Concept 2B.

	Annual	Demand 5-Yr	10-Yr	Program	Difference (10 Yr Trophy Club Demand - Proposed Program)
Retail and Dining	14,821 SF	74,105 SF	148,210 SF	214,808 SF	66,598 SF
Office	11,056 SF	55,280 SF	110,560 SF	30,133 SF	80,427 SF
Residential	175 units	875 units	1,750 units	137 units	1,613 units

Source: Catalyst Commercial, McAdams, CoStar

Market Test

To understand the viability of the conceptual program, a market test was conducted to evaluate if the estimated cost of the project could be justified based on existing market rents. The analysis was conducted on the preferred concept, Concept 2 (excluding Building 9).

The land area shown in the calculations below are based on a proportionate share of use types within each building shown on the concept. Nearby comparables for land values (\$18.00 PSF) and construction cost assumptions were used to calculate total estimated development costs and market building rent assumptions were used to calculate potential income.

Net operating income was calculated from projected gross income (rents times rentable building area, between \$30.00 and \$33.00 PSF annually for retail, office,

and dining and \$2.30 PSF per month for residential) less operating expenses and vacancy. Net operating incomes by product type were divided by market cap rates assumptions (between 5.0% and 8.5% depending on product type) to estimate total value.

The conclusion of this analysis was to subtract the estimated cost of development from the estimated value of the development at buildout to understand potential profit or gap by product type. Based on these assumptions, the yield from each product type is greater than the assumed development costs.

Project Value	Retail	Office General	Dining	Residential	Total
Land Area	160,250 SF	30,133 SF	54,558 SF	111,660 SF	356,601 SF
Avg Unit Size				1,000 SF	
RBA or Units	75,091 SF	22,544 SF	27,908 SF	137 units	
Market Rent	\$33.00 PSF	\$30.00 PSF	\$33.00 PSF	\$2.30 PSF	
Projected Gross Income	\$2,478,003	\$676,320	\$920,964	\$3,784,650	\$7,859,937
Net Operating Income	\$1,963,179	\$451,782	\$729,627	\$1,774,902	\$4,919,490
Estimated Total Value	\$32,719,652	\$5,315,080	\$12,160,446	\$35,498,042	\$85,693,220

Development Scenario	Retail	Office General	Dining	Residential	Total
Estimated Land Cost	\$2,884,509	\$542,386	\$982,048	\$2,009,875	\$6,418,818
Estimated Construction Cost	\$16,355,581	\$4,667,605	\$6,011,148	\$27,424,031	\$54,458,366
Estimated Total Development Cost	\$19,240,090	\$5,209,991	\$6,993,196	\$29,433,907	\$60,877,184

Profit / Gap (Value - Cost)	\$13,479,562	\$105,089	\$5,167,249	\$6,064,136	\$24,816,036
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Source: Catalyst Commercial, McAdams, CoStar

Fiscal Impact

The proposed conceptual program has a number of direct fiscal benefits to the Town in the form of sales tax revenue from new retail and dining sales as well as property tax revenue from new retail, office, dining, and residential building value. Property tax revenues from business personal property were not included in this analysis.

Direct fiscal benefits at buildout of property and sales tax revenue to the Town are estimated to be \$974K. This analysis does not include fiscal impacts to other taxing entities such as Tarrant County, the school district, or any special taxing entities.

In addition to these direct fiscal benefits, the addition of residential and office space to this project will bring additional retail and dining spending (indirect fiscal impacts) in other areas of the Town.

Assumptions	Retail
Trophy Club Sales Tax	2.0%
Trophy Club Property Tax Per \$100 of Value	\$0.415469

Source: Town of Trophy Club

Fiscal Impact at Buildout	Retail	Office General	Dining	Residential	Total
Projected Taxable Sales	\$22,527,300		\$8,372,400		\$30,899,700
Projected Taxable Value	\$32,719,652	\$5,315,080	\$12,160,446	\$35,498,042	\$85,693,220
Sales Tax Revenue	\$450,546		\$167,448		\$617,994
Property Tax Revenue	\$135,940	\$22,083	\$50,523	\$147,483	\$356,029
Estimated Town Annual Tax Revenue	\$586,486	\$22,083	\$217,971	\$147,483	\$974,023
Estimated Town 10-Yr Tax Revenue	\$5,864,860	\$220,825	\$2,179,709	\$1,474,834	\$9,740,228

Source: Catalyst Commercial, McAdams

DRAFT

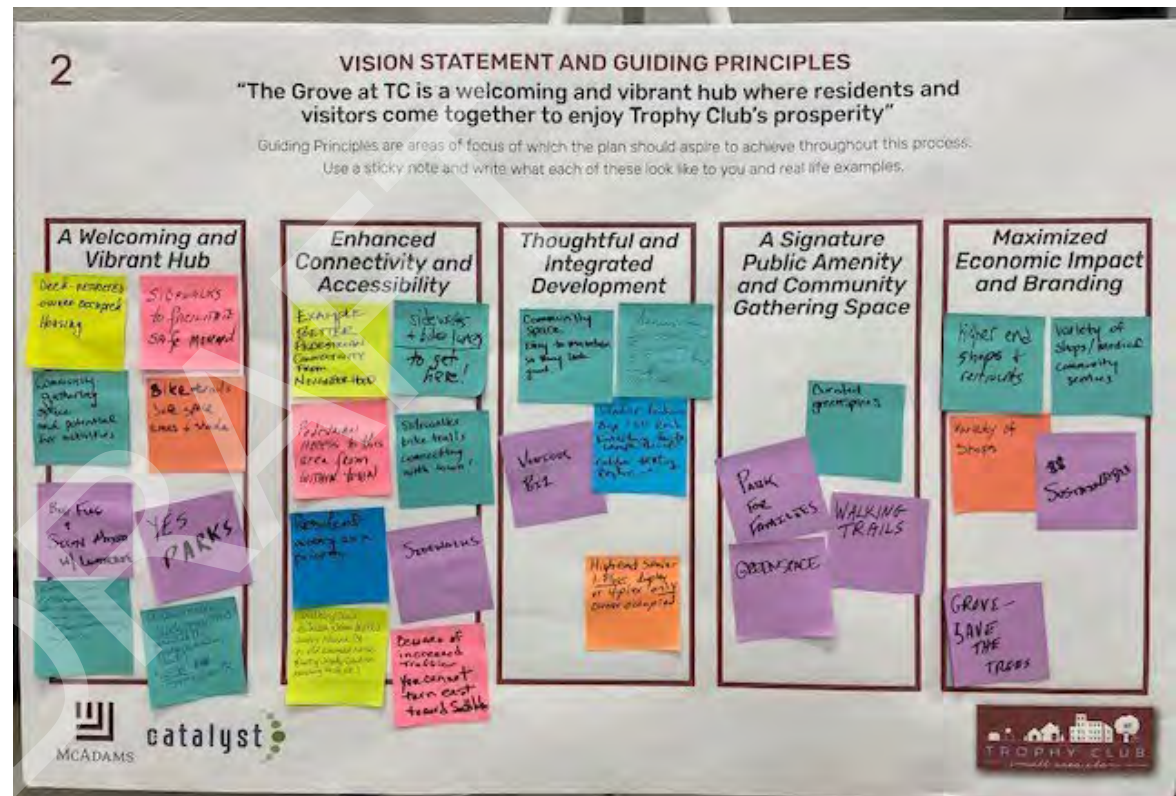


Open House Data Collection:

Number of Attendees: 23

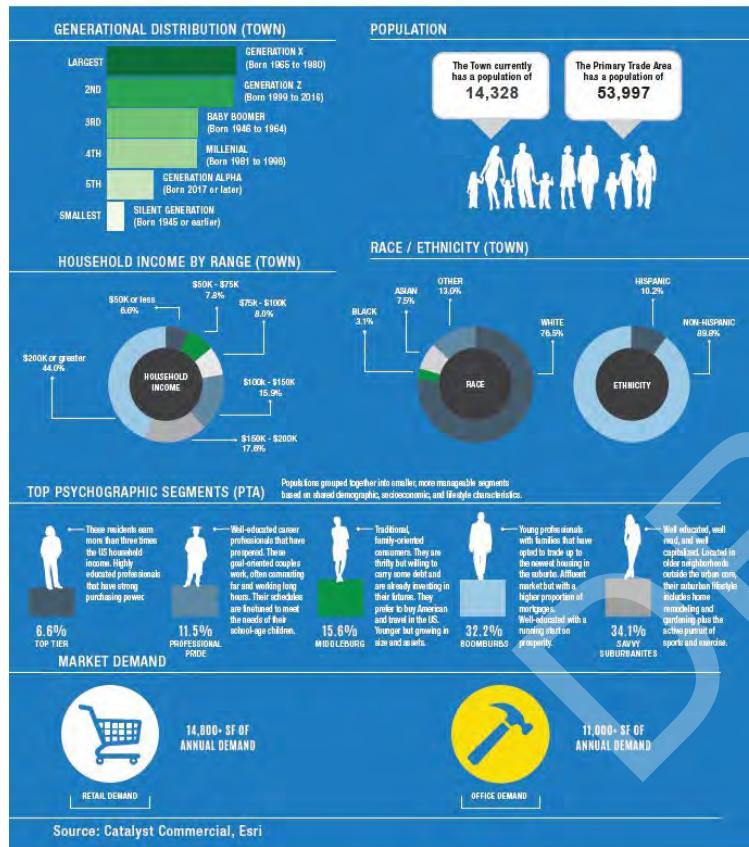
On Monday, November 18th, 2024 the Open House meeting was held to give residents another opportunity to provide feedback in person and to allow for discussion regarding the plan with consultants and the committee. There were two in-person sessions available to residents: 12:00-2:00 pm and 6:00-8:00 pm. Communication for the Open House included displaying it at Town Hall, posting online, resident emails, social media outreach, including in Town's weekly newsletter, and a QR code at Town Hall. Approximately 23 residents participated in this event and were asked the same series of questions as the online survey. The following information was gathered.

Board 2: Residents were asked to review the five Guiding Principles established by Trophy Club's leadership team. When asked what each of these guiding principles mean to them, residents shared that the following elements align with the Plan: Connectivity, Businesses, Community Spaces, and Housing for 55+





DEMOGRAPHIC SUMMARY



Board 3: Trophy Club is home to long standing family oriented community of approximately 14,328 residents as of 2024. The population is marked by a broad generational mix, with Generation X leading, followed closely by Generation Z helping to contribute to the family-oriented lifestyle that shown throughout Trophy Club. The towns median household income is around \$200,000 and about 89% of the housing units are single family. Within the 14,328 residents about 76% of the residents are non-Hispanic white.



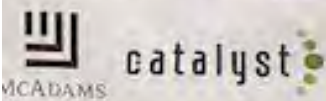
Board 4: To further understand the site, residents had the opportunity to identify areas on a map that are strengths for the area. They identified green space, the area location along SH 114, and existing hotels were factors that gave this area strength.

In contrast to the strengths, residents were then asked to identify constraints of the area. The majority noted that limited sidewalk connections and extensions, as well as difficult traffic flow, were the predominant weaknesses of the area. Specifically, along Trophy Wood Dr residents expressed concern for problematic traffic circulation into the businesses and cutting through the site.



WHAT ARE THE STRENGTHS AND WEAKNESSES

Place a dot on the areas you believe are strengths and weaknesses. Use a **green** dot for strengths and a **red** dot for weaknesses. Then go to the additional comments board and describe why.



STRENGTHS

Several
in the form
for trans-
TART.

Given
Space

S/6
Strong
business

3
Change in
packing
structure
solid to mol from
now

7
Alvarado
Dona Ana

like the
on-ramp
off-ramp

Example:
Site is Driveway
No East Gate
Paved surface
Grass on Road

DUTCH
 VEHICLE
 COMPANY

Lowest
Variance
Access
1997

3 & 2 Answer
to combination
unstable

① 100% 100% 100%

3/28/19
K. W. S. F.

117
L. J. C. ...
...
...
...
...

NO
Dilemma/Ks



(7) back of stream
pedestrian

4. *S. aureus* *coagulans*

Not a
not covered
to m²

Wanted to see
Linda's face

10
Stimulus and
response system is
the same.

ROAD
NOTE

Handwritten notes on a blue background, partially visible and blurry.

4. Explain
pressure
water is
a valuable
asset

Power Supply

Notes -
Expend
Said -
1944

TC is over -

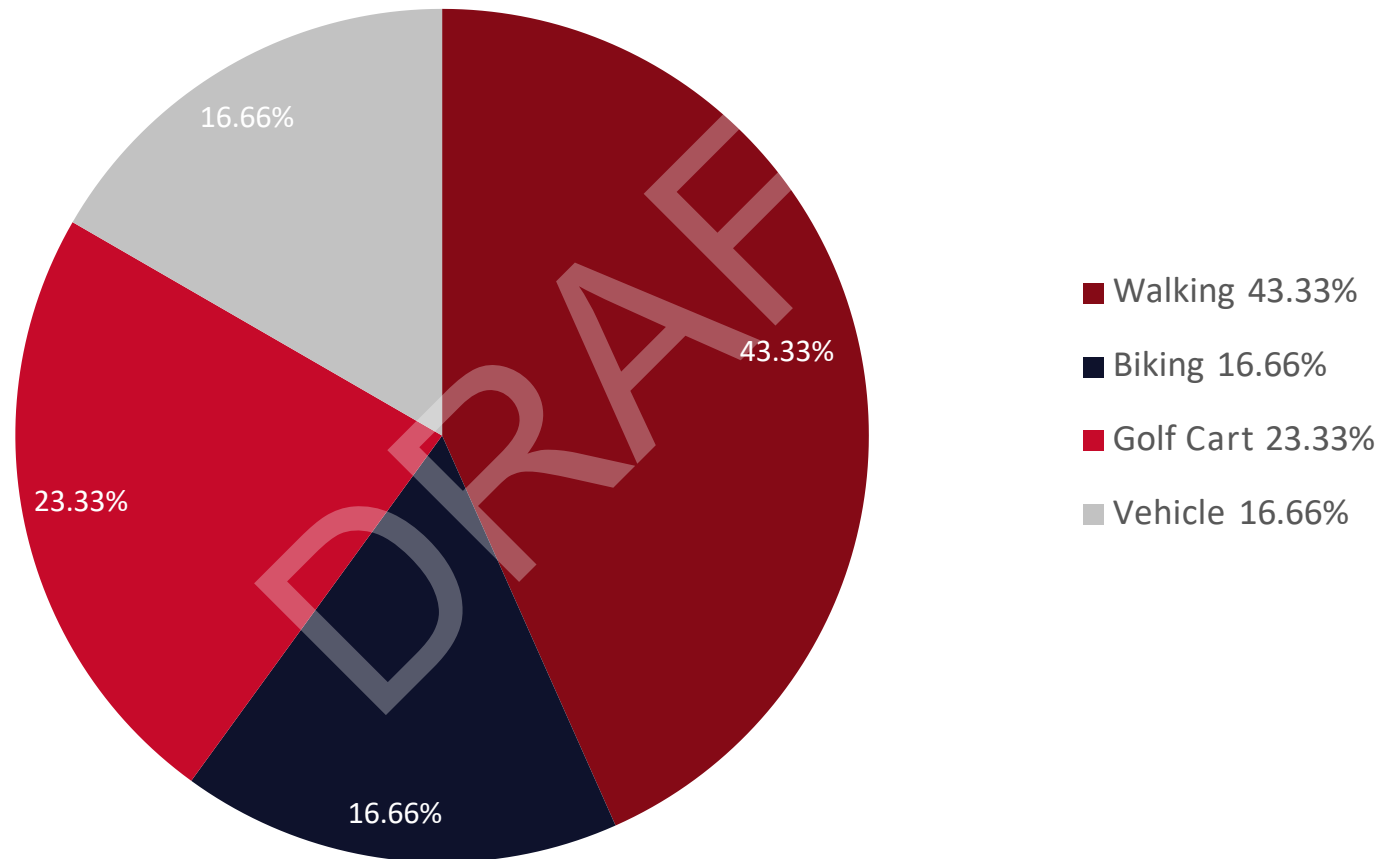
party of three
person

Handwritten notes on blue sticky notes.

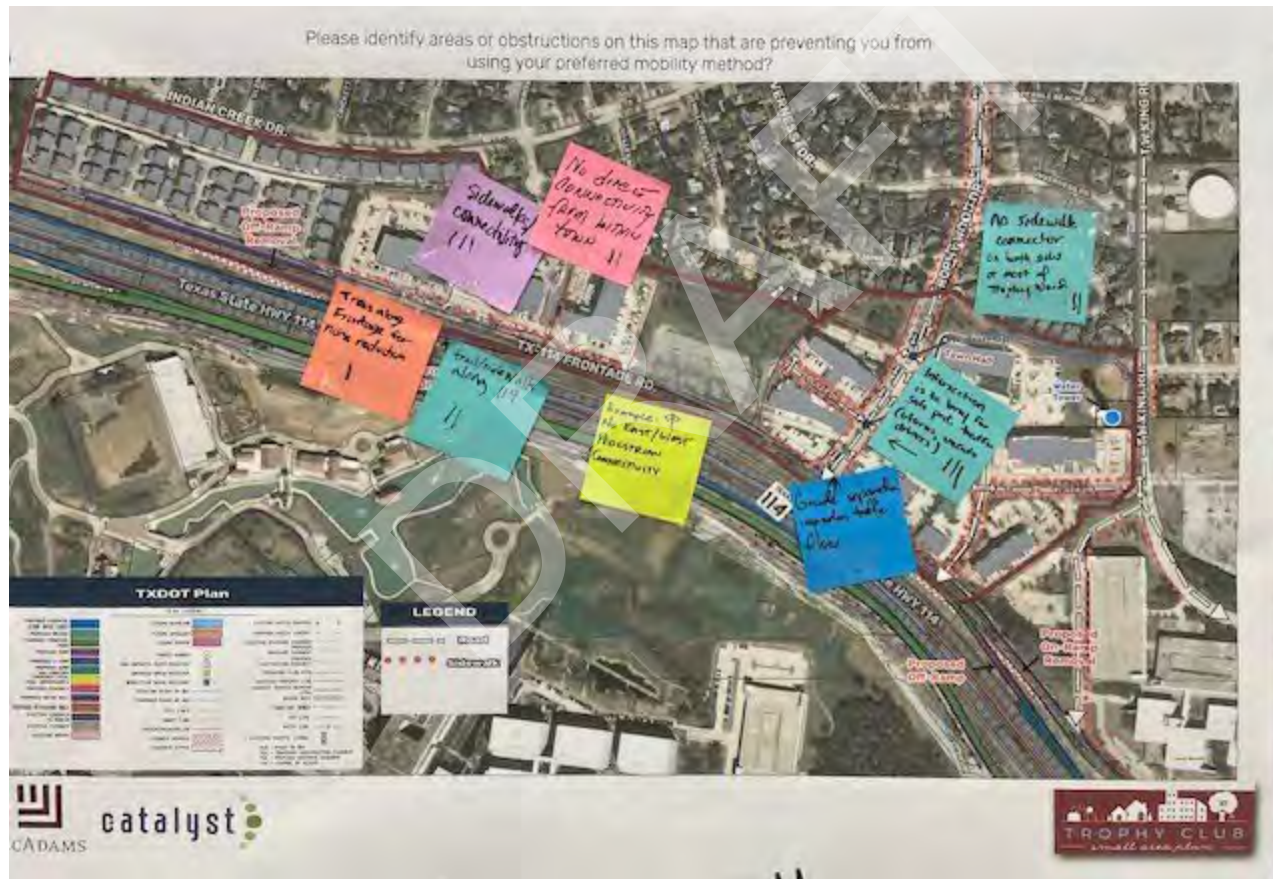
TROPHY CLUB
small area plan

Board 5:

Question 5: If you could choose only one of these mobility methods, what would you prefer to use to access this area?



Board 5: When asked what mobility method residents preferred to use to access this area, about 43% of respondents said walking. However, when asked what was preventing them from using their preferred mobility method, almost 65% said the lack of connectivity within this area prevented their use because they did not feel safe since there are missing pedestrian connections and they did not want to walk within the street.



Board 7: At the end of the questions residents were asked analyze the different components that contribute to successful placemaking. These components were shown as images of various site elements such as enhanced streetscape, gathering areas, urban streets, dining, urban flats, plazas, entertainment and retail. Residents then had the opportunity to place a dot next to the placemaking elements they thought were important and would like to see in this area. The highest ranking element was walkability, followed by outdoor seating in second place. Dining and plaza were tied for third.

Place Making

The image below identifies key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Put a green dot on the element you would support for this area.



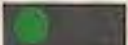
Place Making

The image below identifies key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Put a green dot on the element you would support for this area.

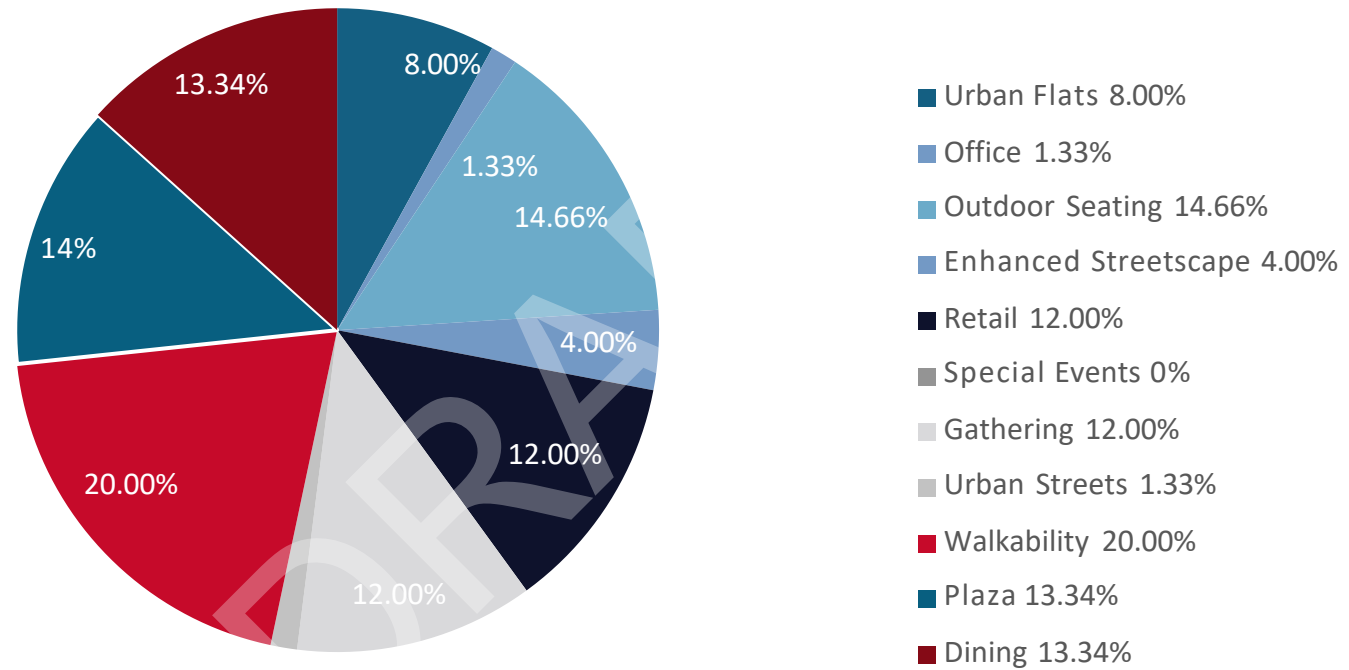


7

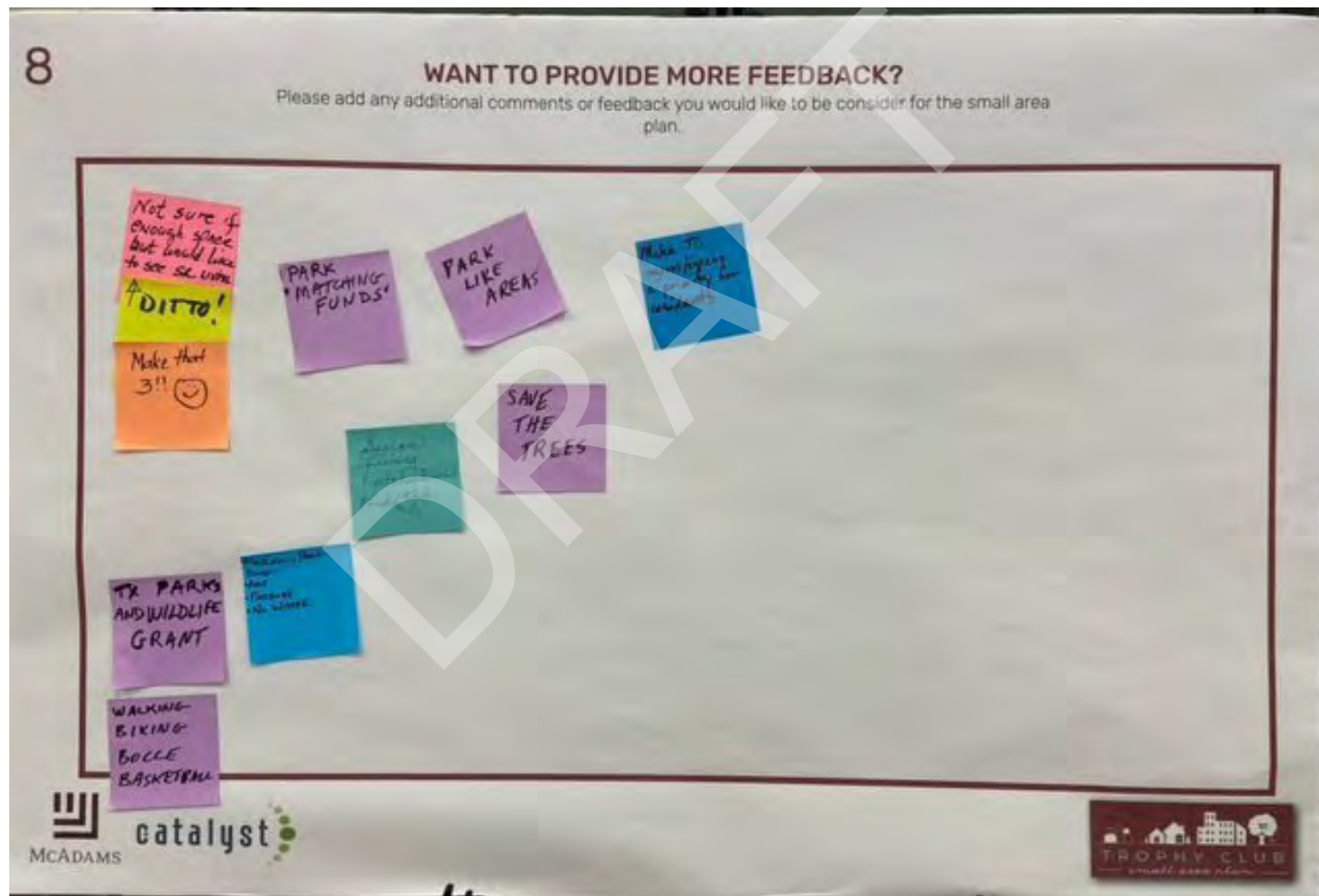
PLACE MAKING

Dining	Plaza	Urban Flats	Retail	Office	Gathering	Special Events	Enhanced Streetscape Events	Outdoor Seating	Urban Streets	Walkability
										

Question 7: The images above identify key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community.
Which elements would you support for this area?

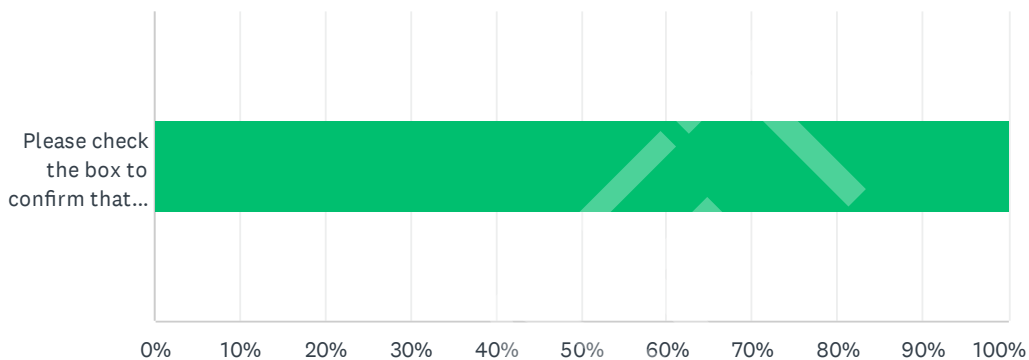


Board 8: Although urban flats ranked lower on the elements that would be supported residents seemed to support it after discussion on what this could look like and if the market would support it. Additional comments regarding a need for 55+ housing was also provided.



Q1 Small Area Plans seek to:•Involve the community in developing a long-term vision for that area.•It will define policies and actions that will guide how the area should be maintained or changed in the future.•Identify future land uses in an overall community-wide context.•Recommend future infrastructure improvements to sidewalks and the street network•Provide urban design guidance•Provide implementation guidance for private and public investments and strategies that should be pursued to realize the vision for the area

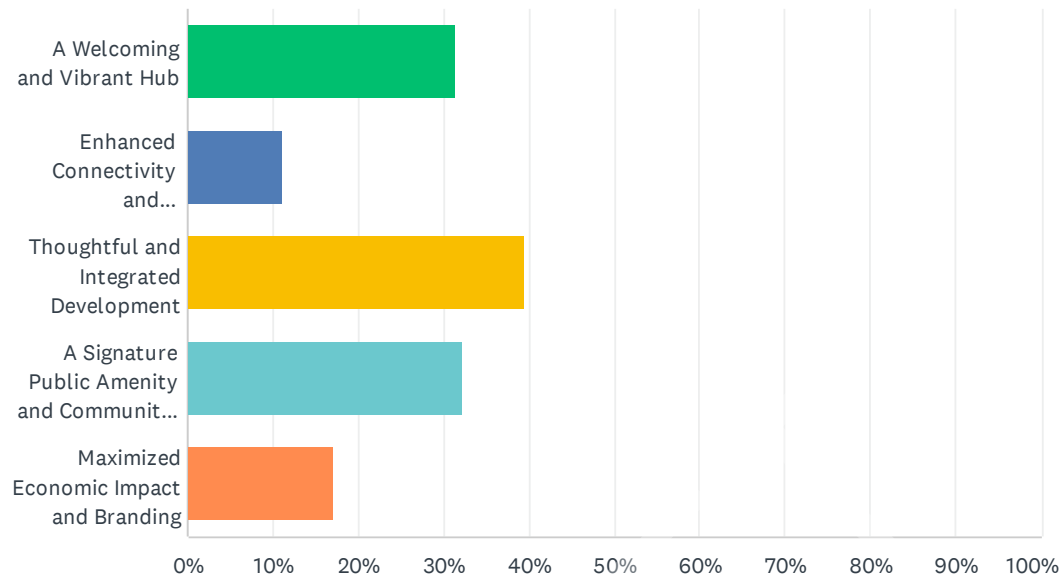
Answered: 595 Skipped: 0



ANSWER CHOICES	RESPONSES	
Please check the box to confirm that you have read the statement above.	100.00%	595
Total Respondents: 595		

Q2 Which guiding principle speaks to you the most?

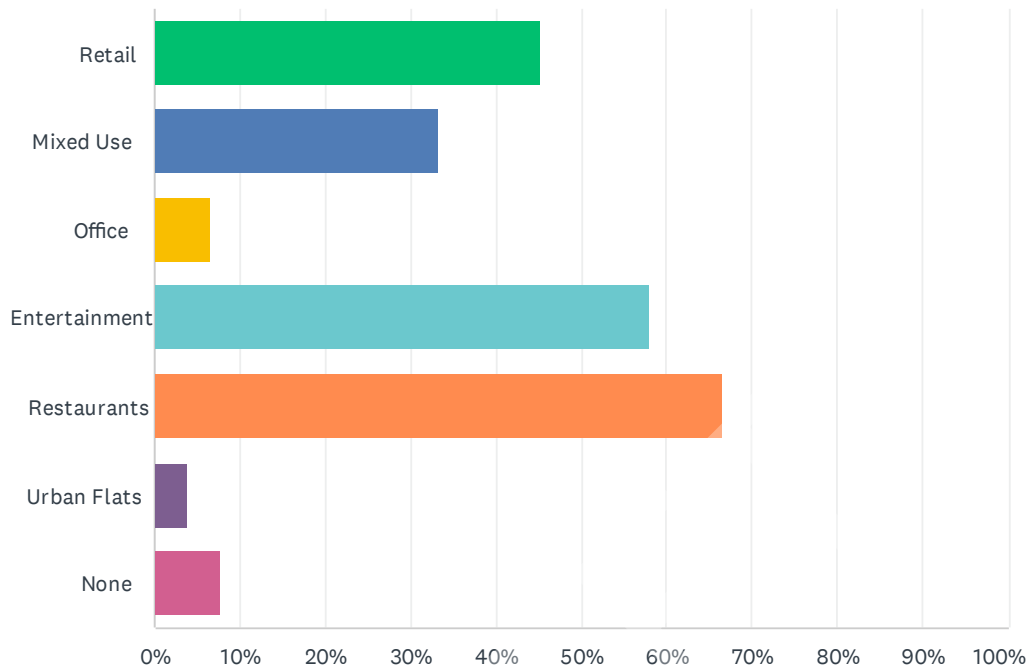
Answered: 555 Skipped: 40



ANSWER CHOICES	RESPONSES	
A Welcoming and Vibrant Hub	31.35%	174
Enhanced Connectivity and Accessibility	11.17%	62
Thoughtful and Integrated Development	39.46%	219
A Signature Public Amenity and Community Gathering Space	32.25%	179
Maximized Economic Impact and Branding	17.12%	95
Total Respondents: 555		

Q4 What uses are you looking for?

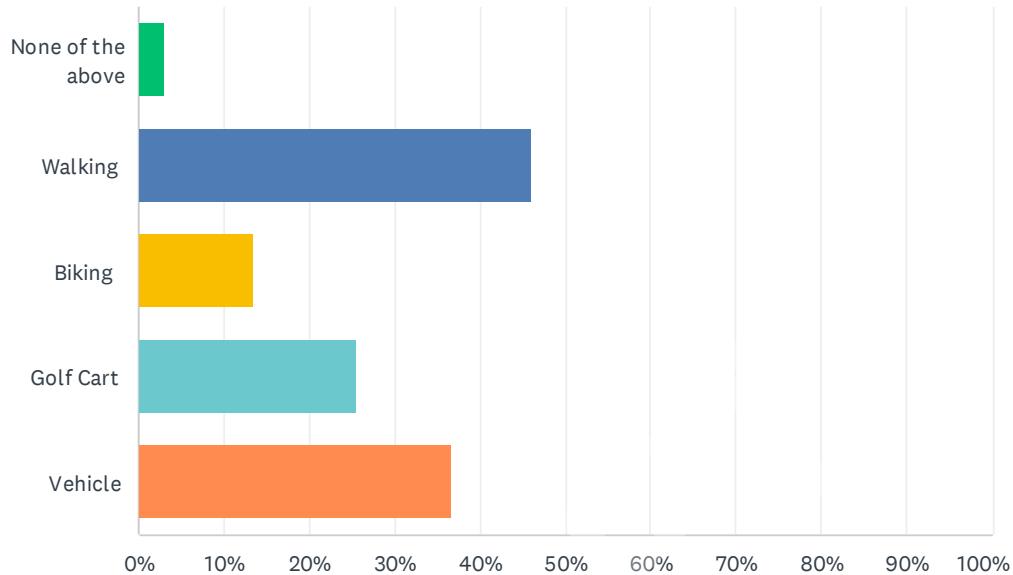
Answered: 445 Skipped: 150



ANSWER CHOICES	RESPONSES	
Retail	45.17%	201
Mixed Use	33.26%	148
Office	6.52%	29
Entertainment	57.98%	258
Restaurants	66.52%	296
Urban Flats	3.82%	17
None	7.64%	34
Total Respondents: 445		

Q9 If you could choose only one of these mobility methods, which one would you prefer to use to access this area?

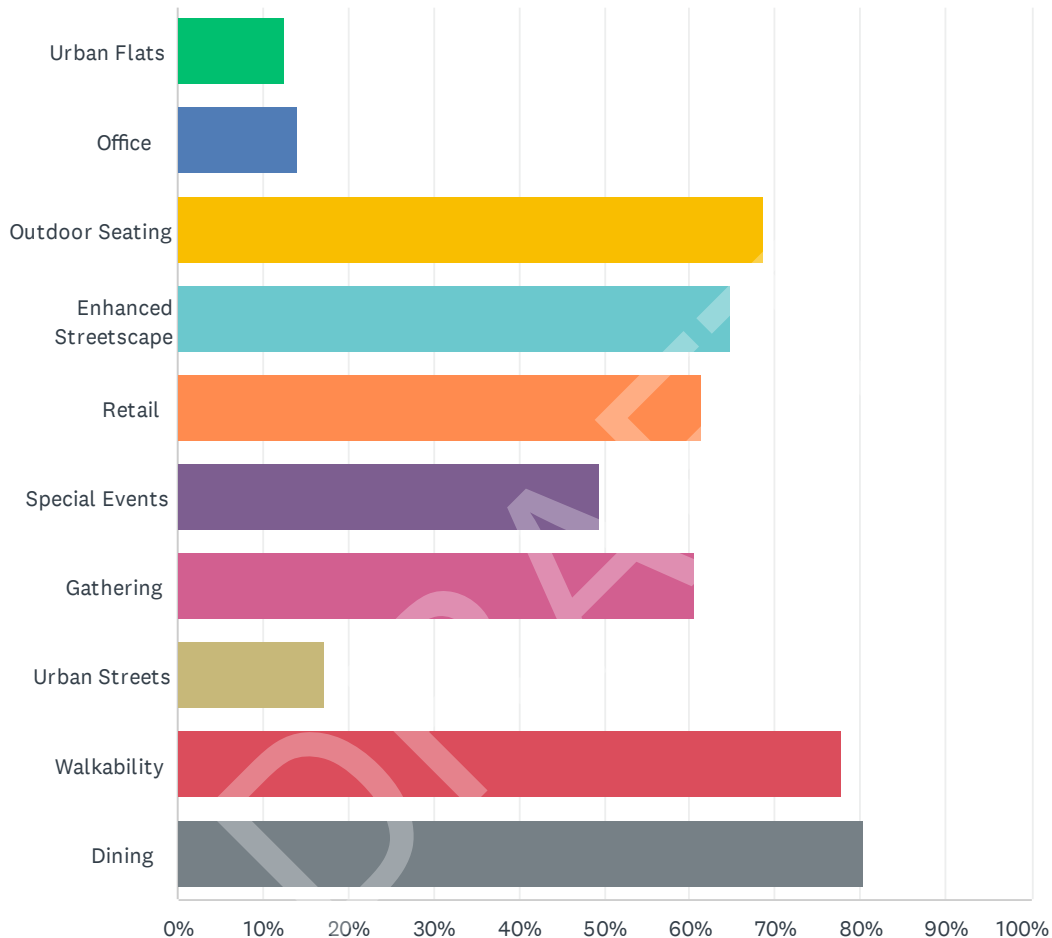
Answered: 359 Skipped: 236



ANSWER CHOICES	RESPONSES	
None of the above	3.06%	11
Walking	45.96%	165
Biking	13.37%	48
Golf Cart	25.63%	92
Vehicle	36.77%	132
Total Respondents: 359		

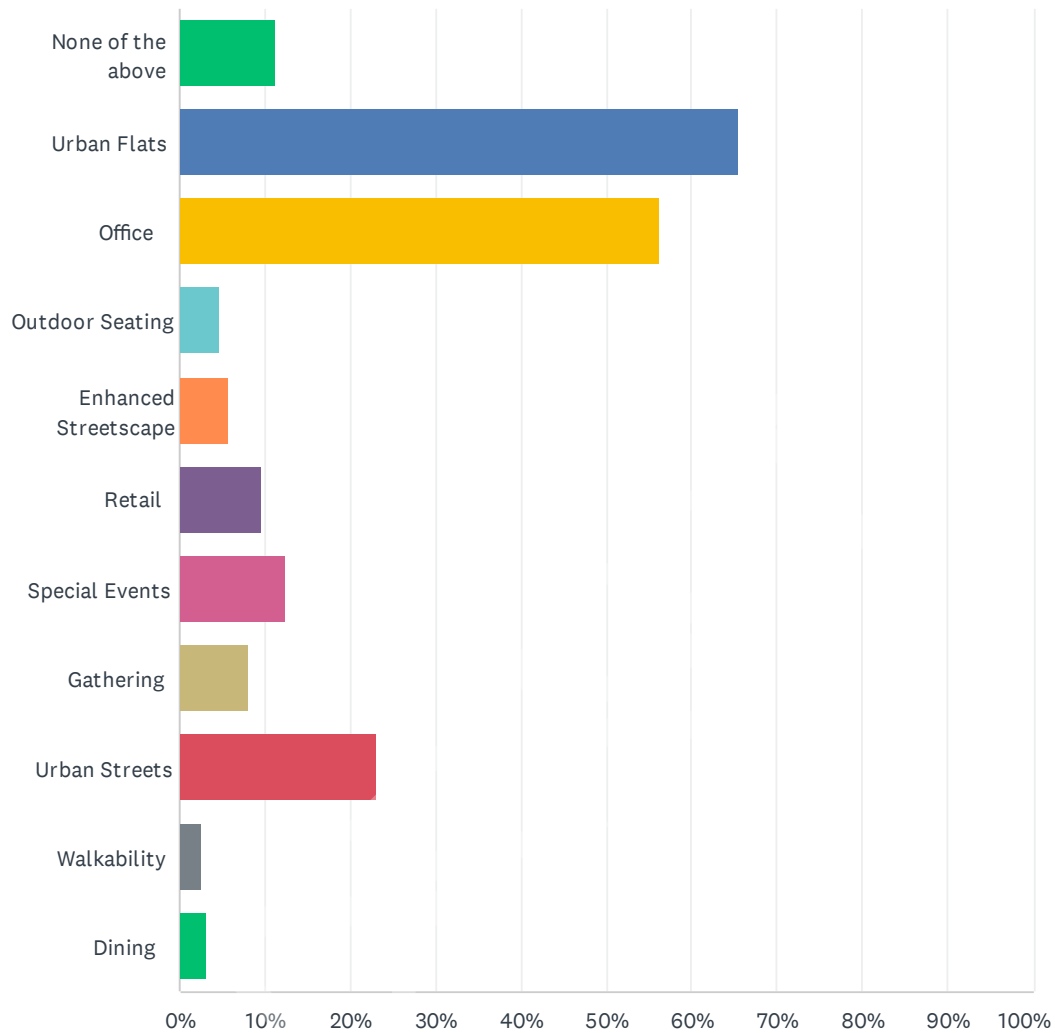
Q11 The images above identify key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Which elements would you support for this area?

Answered: 347 Skipped: 248



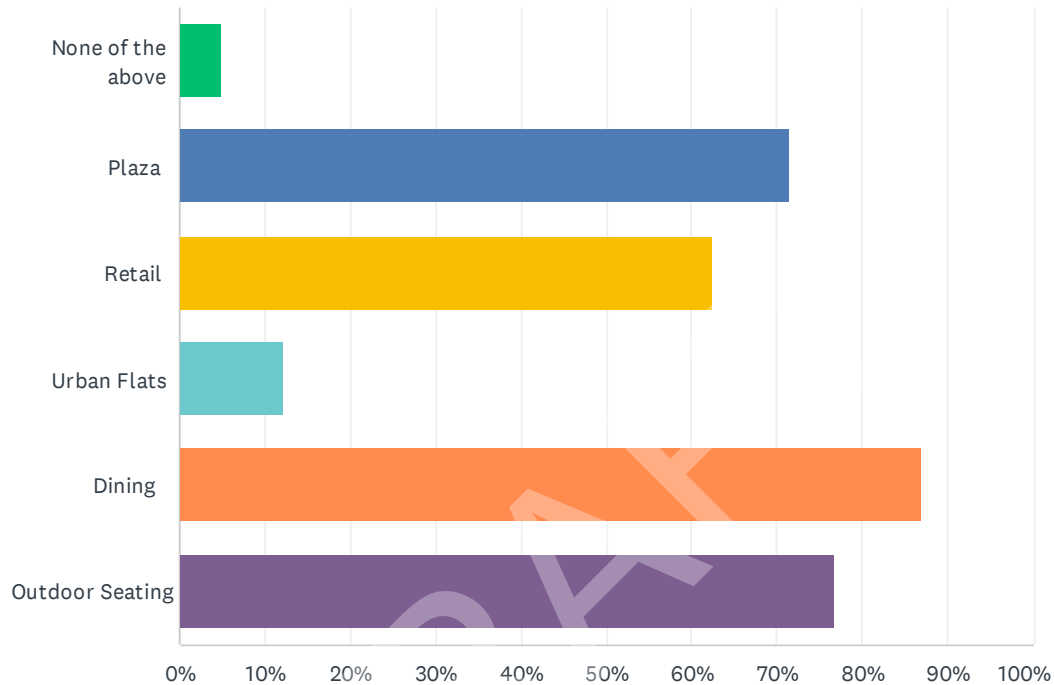
Q12 What elements do you oppose for this area?

Answered: 347 Skipped: 248



Q13 The images above identify key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Which elements would you support for this area?

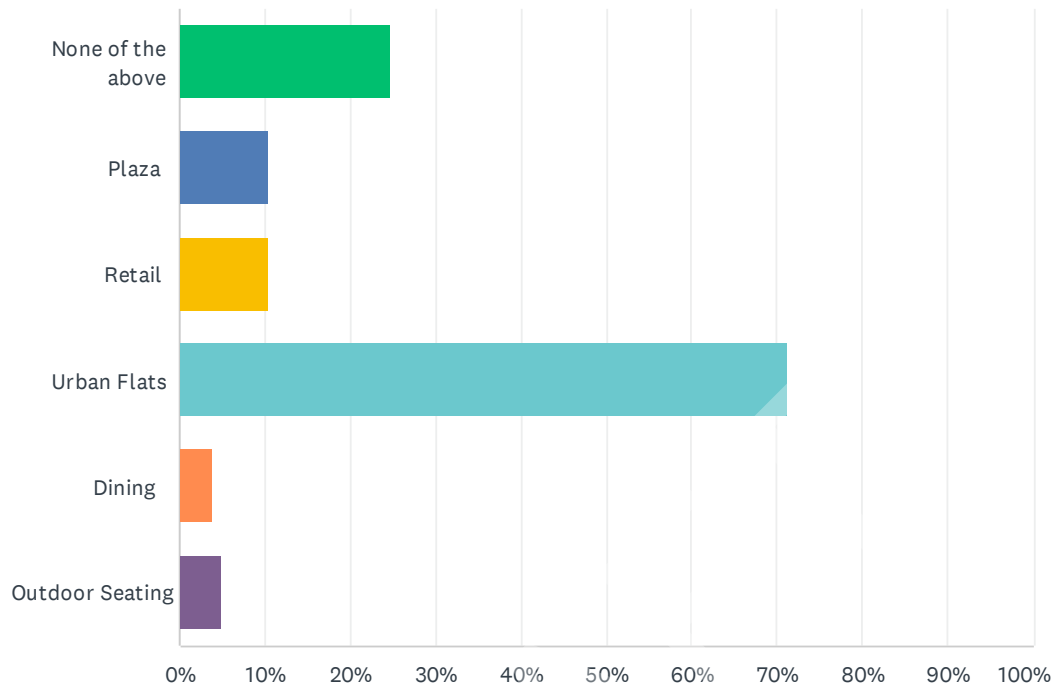
Answered: 344 Skipped: 251



ANSWER CHOICES	RESPONSES	
None of the above	4.94%	17
Plaza	71.51%	246
Retail	62.50%	215
Urban Flats	12.21%	42
Dining	86.92%	299
Outdoor Seating	76.74%	264
Total Respondents: 344		

Q14 What elements do you oppose for this area?

Answered: 344 Skipped: 251

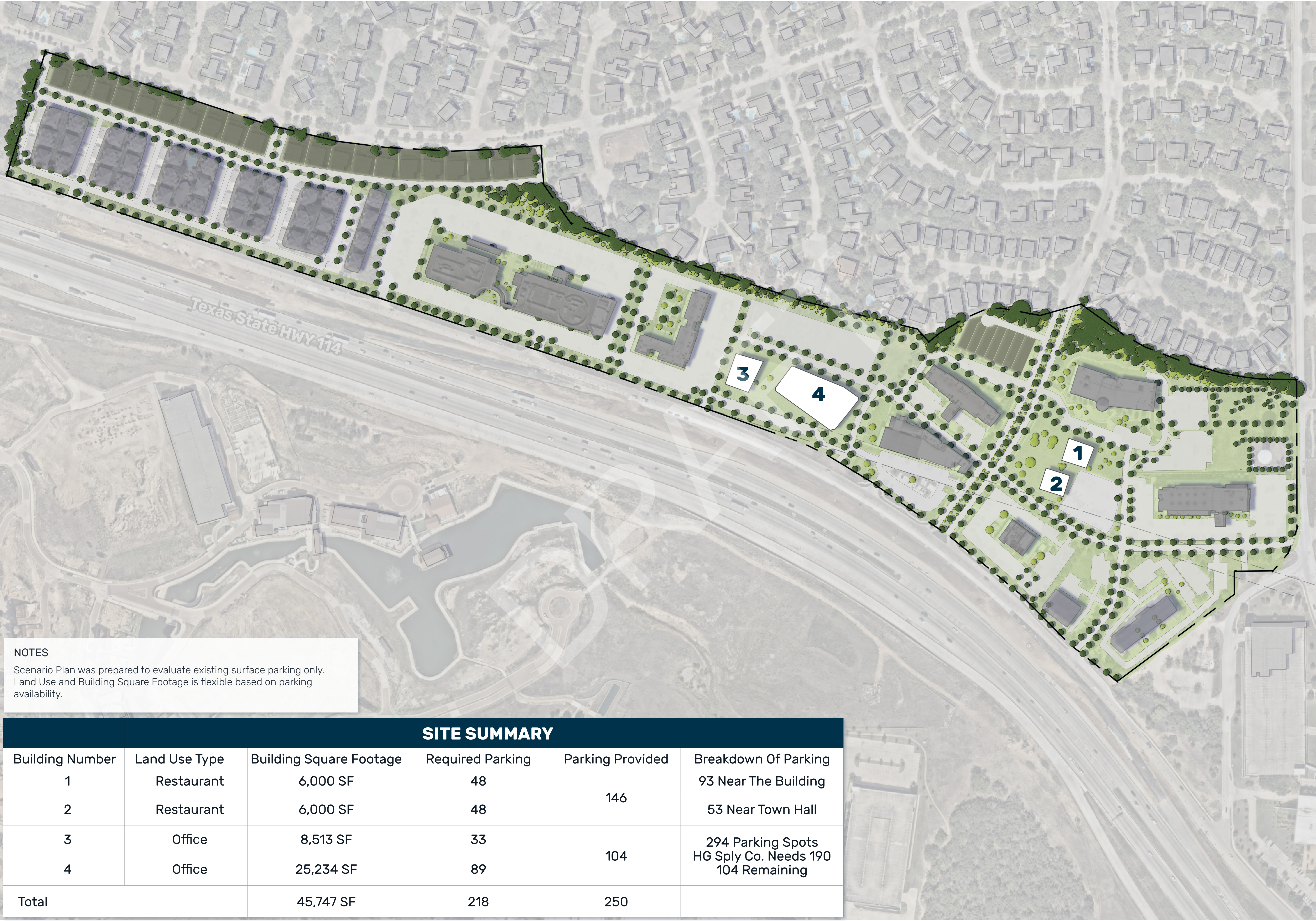


ANSWER CHOICES	RESPONSES	
None of the above	24.71%	85
Plaza	10.47%	36
Retail	10.47%	36
Urban Flats	71.22%	245
Dining	3.78%	13
Outdoor Seating	4.94%	17
Total Respondents: 344		









NOTES

Scenario Plan was prepared to evaluate existing surface parking only. Land Use and Building Square Footage is flexible based on parking availability.

SITE SUMMARY					
Building Number	Land Use Type	Building Square Footage	Required Parking	Parking Provided	Breakdown Of Parking
1	Restaurant	6,000 SF	48	146	93 Near The Building
2	Restaurant	6,000 SF	48		53 Near Town Hall
3	Office	8,513 SF	33	104	294 Parking Spots HG Sply Co. Needs 190 104 Remaining
4	Office	25,234 SF	89		
Total		45,747 SF	218	250	